



Partnership Proposal

Sponsorship Prospectus

Goonawarra Neighbourhood House Inc.
Your local neighbourhood house, for a strong &
vibrant Goonawarra community

Goonawarra NH
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GOONAWARRA
NEIGHBOURHOOD HOUSE

Introduction

Goonawarra Neighbourhood House receives annual funding from the Department of Families, Fairness, and Housing, as well as Hume City Council. While this support enables us to operate, it does not cover the costs of running our community programs.

Our goal is to provide programs that are either free or very low-cost, ensuring they remain accessible to everyone in our community. To achieve this, we need additional funding to support the delivery and sustainability of these programs.

Although we actively apply for grants, many of them are short-term, typically lasting only one to two years, and do not allow us to maintain ongoing initiatives.

Our focus over the coming years is centred on three key strategies:

- Community Engagement – Connecting with and supporting new residents.
- Strategic Partnerships – Strengthening relationships with local businesses.
- Long-term Financial Stability – Expanding and diversifying our funding sources.

By building partnerships and securing additional funding, we can continue to meet the needs of our community and create lasting, positive impacts.

For more information on who we are and what we do, follow the links below:

- <https://www.goonawarranh.com.au/>
- <https://linktr.ee/goonawarranh>
- <https://www.goonawarranh.com.au/wp-content/uploads/2024/10/GNH-Annual-Report-2024-Final.pdf>
- Link to strategic plan:



Contents

02. INTRODUCTION

04. ABOUT US

05. OUR TEAM

06. COMMUNITY DEVELOPMENT

07. OUR PROGRAMS

08. HOW YOU CAN MAKE A
DIFFERENCE

10. RECOGNITION

About Us

Goonawarra is located two kilometres south of Sunbury, adjacent to the Sunbury South residential development. Goonawarra Neighbourhood House Inc. is a not-for-profit community controlled organisation, incorporated in Victoria and overseen by a volunteer Committee of Management.

Goonawarra Neighbourhood House was a long-sought-after facility; after lobbying the then Shire of Bulla, the House opened in April 1990. The House is located within the Goonawarra Community Hub. Our neighbours include Goonawarra Medical Centre, Sunningdale Avenue Children's Centre, Goonawarra Primary School, local shops and the Goonawarra Community Hall.

The Neighbourhood House is primarily funded through the Department of Families, Fairness & Housing & Hume City Council, whose funding supports our staff and operational costs. Additional revenue is also sought through applications to non-government organisations and state and federal grants, helping to co-fund or reduce the operational costs of some of our programs.

Our Purpose

Goonawarra Neighbourhood House Inc. is a public institution which has the charitable purpose of advancing social and public welfare by:

- Advancing mental health and relieving social isolation
- Providing a physical location where it supports individuals to undertake activities, or work on projects, in the company of others
- Relieving the poverty, distress or disadvantage of individuals or families.



Vision

A strong, vibrant community that embraces its diversity and empowers all to achieve their potential.



Mission

Goonawarra Neighbourhood House is a local hub for strengthening community connections, capacity, resilience, and mental health by providing services that are responsive to the needs of community members.

Meet Our Team

Office

Isabella Rosinsky - House Manager

Sonja Labus - Finance & Admin Coordinator

Rachelle Akers - Volunteer Receptionist

Programs

Amy Citroen - Movement & Dance Instructor

Bella Taranto-Vella - Girls Circle Facilitator

Glenn Reader - Volunteer Karate Instructor

Gwenda Griggs - Cooking Tutor

Pam McGrath - Volunteer Art Teacher

Tara DeBono - Playgroup Facilitator

Team of Volunteers

Committee

Lockie Flenley - Chairperson

Laura Kelsey - Deputy Chairperson

Maddison Kilby - Secretary

Karan Rohira - Treasurer

Community Development Model

Our focus is on nurturing strong social connections and promoting mental health and well-being through a wide range of responsive services. Our programs are designed to meet the diverse needs of our community, guided by a community development approach that emphasizes inclusivity and support for people from all walks of life.

Community development is a holistic approach grounded in principles of empowerment, human rights, inclusion, social justice, self-determination and collective action (Kenny & Connors, 2017). Community development considers community members to be experts in their lives and communities, and values community knowledge and wisdom. Community development programs are led by community members at every stage – from deciding on issues to selecting and implementing actions, and evaluation. Community development has an explicit focus on the redistribution of power to address the causes of inequality and disadvantage.

Guiding Principles

- **Community Participation**
- **Empowerment**
- **Access & Equality**
- **Lifelong Learning**
- **Networking**
- **Advocacy**
- **Self-Help**
- **Social Action**



Our Programs

Program Mix

- Children's playgroups
- Kids programs and activities
- Recreation and hobby programs, including arts and crafts, exercise, healthy eating
- Social groups
- Food and Material relief
- Referrals to services
- Community advocacy
- Community consultation
- Community Information
- Facilities and equipment hire
- Tax/finance help
- Auspicing other community groups
- Grant writing support
- Individual advocacy
- Book and puzzle swap
- Resume services

Demographics

On average we have between 400-500 people using the Neighbourhood House each week. Around 300 of these people are participating in our programs and activities.

Since we have expanded our offerings to weekend and evening activities, we have seen our demographics also expand from young families and seniors, to full-time employees; spanning the whole range of age-groups, cultural and other demographic backgrounds.

Our latest Community Value Report demonstrated that we have almost tripled the impact of every dollar earned through the services we delivered. **Our community value equates to \$2.69 for every \$1 of income.** (full report available on request)

Some Sunbury Stats

- The unemployment rate for Sunbury is around 6.3%
- Over the past 10 years around 30,000 new houses were approved for construction and the population has increased by around 80,000.
- 20% of households are on low incomes.
- 43% of households have a mortgage.
- 15.5% of residents are over 60.
- 16.8% of older residents live alone.
- 36% of residents have long-term health conditions.



Help us make a difference

Boys Hangout

The Sunbury Boy's Hangout program is a form of **early intervention** which aims to address many of the emerging social issues facing boys, as well as help them **develop key social and decision-making skills**. The program runs each week of the school term. We work with the local primary schools and concerned parents where we receive referrals from. Most of the program participants are either **neurodiverse or at risk due** to a variety of vulnerability factors. Together we decide the topics that will be delivered over the term program. These topics include **healthy relationships, mental health, peer pressure and risk-taking, leadership and teamwork, anger, and screen time**.

Annual cost: \$9,000 Monthly: \$750



Sunbury Neighbour Day

Sunbury Neighbour Day is Sunbury's very own annual **celebration of community**, occurring on the last Sunday in March. It's a call-to-action for each of us to gather with our community in our own way, and an opportunity to create new connections.

Sunbury is in the midst of a population boom, with thousands of new residents moving into the area, many who don't know their neighbours or don't have any local social connections. Across Australia, **rates of loneliness and social isolation are at an all-time high**. Sunbury Neighbour Day is an opportunity to **combat social isolation and loneliness**, making Sunbury stronger and more connected.

Details here: <https://sunburyneighbourday.org.au/>

Annual cost: \$12,000 Monthly: \$1000



Volunteer Engagement and Capacity Building

We rely heavily on volunteers but they need ongoing support. The aim of this program is to:

- increase community engagement and participation with and through volunteers.
- remove barriers to volunteering and community participation.
- strengthen community connectedness and cohesiveness.
- foster community leadership among the volunteers by building their capacity through training and mentoring.
- facilitate volunteer-led community programs.
- meet the needs of the Goonawarra and surrounding community through low or no-cost programs led by skilled and trained volunteers.

Annual Cost: \$24,000 Monthly \$2000



Friday Night Social Gatherings

The gatherings will take place monthly at the Neighbourhood House.. The aim is to **promote equality and inclusion** by **uniting people from diverse cultures and backgrounds**. This initiative strives to create a warm and inviting space where individuals can share experiences, form connections, and enhance community ties.

In the many new housing estates emerging in Sunbury, residents of these developments often struggle to connect with their neighbours, leading to social isolation. This issue is particularly pronounced among residents from diverse cultural backgrounds who are less likely to engage in community activities without established local connections.

We're providing a structured and effective approach to **fostering a cohesive and inclusive community**.

Annual Cost: \$10,000 Monthly: \$834



Detailed plans and budgets available on request.

Deductible Gift Recipient Status Pending.

Recognition

Level 1 - one off donation between \$1000-5000

- Certificate of Appreciation
- Logo displayed on promotional material for activity being sponsored - for one year.

Level 2 - one off donation between \$5000-10,000

Level 1 recognition plus:

- Recognition and thank you in newsletter
- Logo Listed on website for agreement term
- Discounted Hire/Program registration

Level 3 - Annual sponsorship between \$1000-\$5000

Level 1 & 2 recognition plus:

- Logo displayed in all term guides
- Logo displayed in Annual Report - annually
- Logo displayed on website,
- Supporter blog promoting your support of Goonawarra NH
- Two Social Media Posts promoting your sponsorship
- One complimentary house hire annually.

Level 4 - Annual sponsorship between \$5000-10,000

Level 1, 2 & 3 recognition plus:

- Press release
- Opportunity to advertise in Newsletter
- Four Social Media posts promoting your sponsorship
- Complimentary house hire two times per year
- Signage displayed in house

Level 5 - Annual sponsorship between \$10,000-20,000

Level 1, 2, 3 & 4 recognition plus:

- Community Impact Award
- Plaque installed on Appreciation Wall
- Logo on sign boards

OUR REACH

- Our Facebook page has 2,400 followers
- We have 700 clients on our Client Management System
- Our quarterly newsletter has over 300 subscribers.

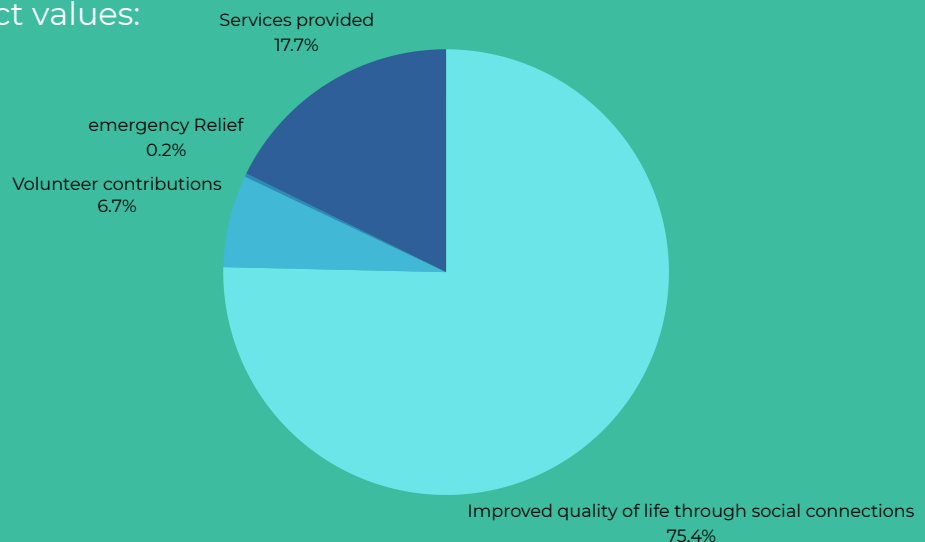
Community Impact Value Report

The NHVic Neighbourhood House Survey of 2023 delivered the following community value data for Goonawarra Neighbourhood House:

Income: \$247,100
Value: \$663,698



This represents almost a 3:1 return on investment and includes the following impact values:





GOONAWARRA
NEIGHBOURHOOD HOUSE

Thank you!
We hope you
are interested
in working
together!

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