**TEMPLATE**

 **MINI-STRATEGIC PLAN**

**Screen Australia – Enterprise Programs**

This document has been prepared as a guide for screen organisations that are considering being involved in the Screen Australia Enterprise Programs. This template is provided as a guide only.

This Strategic Plan draft template is designed to help you create an outline of WHERE you would like your screen career or business to be in five years’ time, WHY you believe it should be there, and HOW you will accomplish this over the period.

While a Strategic Plan would normally be up to 20 pages long, this version is a draft ONLY and designed to cover only the basics.

**EXECTIVE SUMMARY – Complete this section last**

Sum up in 1 short paragraph the summary of your plan –

* WHAT is your business or organisation?
* WHO is involved?
* WHERE is your business going, in terms of goals?
* HOW are you planning to get there?
* WHY is it so important for you to reach these goals? What will the outcome be?

**VISION STATEMENT**

Include here an inspiring statement that expresses an organisation's main ambitions/goals.

**MISSION STATEMENT**

Include here a statement outlining how an organisation intends on achieving its vision.

**GOALS**

Setting out clear goals for your business or career can help to create KPIs (Key Performance Indicators) that make it easier to measure how well you are progressing against your ambitions.

* Where do you want your business or career to be in 6-12 months?
* How will you measure that progress?

Make your listed goals SMART – Specific, Measurable, Attainable (in terms of your own capacity), Realistic and Time-Bound.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| GOAL | KPI | Where are we now? | In 6 Months | In 12 Months |
| Example: Complete full business and marketing plan | 1. Download template
2. Complete Section 1
3. Complete Section 2
4. Complete Section 3
5. Complete Section 4
 | No current plans | 1. End January2. End March3. End April4. End May5. End June | 1. Updated annually2. New admin process complete3. New website and marketing strategy implemented |
|  |  |  |  |  |

**HISTORY**

Give a one paragraph description of your business’ history up to this point. Where have you come from?

**STRATEGIC ANALYSIS**

What are your business’ key Strength, Weaknesses, Opportunities and Challenges? What factors will have a negative and/or positive influence on your ability to meet your goals?

How will you:

* Capitalise on your strengths?
* Make the most of those opportunities?
* Correct or mitigate the effect of your weaknesses?
* Protect your business from challenges?

**MARKET ANALYSIS**

Pinpoint the services/content/experiences that your business offers to the market.

* How is your business unique, in your opinion?
* What is the audience or market for your services/content/experiences?
* Write down some evidence based analysis of your market. Who will be buying from you, and why? How do you know?

What other markets, communities, stakeholders or partners are strategically important to you?

**RESOURCE ANALYSIS**

What resources do you have to help you work towards your goals? The main resources that a freelancer/small business or organisation needs are:

1. FINANCIAL RESOURCES: Give an overview of how you are financially supporting your goals
2. HUMAN RESOURCES: Give an overview of the people who will be supporting you work towards your goals
3. EDUCATIONAL RESOURCES: Give an overview of the education you have, and the learning that you intend to acquire, to help you work towards your goals
4. PHYSICAL RESOURCES: Give an overview of the location of your business, the equipment that you have, and the other ‘things’ that will help you achieve your goals.

**MANAGEMENT ANALYSIS**

* Who is going to be in charge of working towards the goals outlined?
* What steps need to be taken to ensure the goals are realised in the timeframe given?
* What are the risks associated with these goals?
* What help do you need?