

together TOWNSVILLE

CONNECTING PEOPLE. STRENGTHENING COMMUNITY.



2026-2028 STRATEGIC PLAN

SUPPORTED BY



WWW.TOGETHERTOWNSVILLE.COM.AU

ACKNOWLEDGEMENT OF COUNTRY



Artist: Katie Bugden



Together Townsville connects our community on what always was, and what always will be, the land of the Bindal and Wulgurukaba peoples.

We honour their living history, passed down through generations of knowledge-keepers and storytellers. We value the strength, resilience and wisdom of Elders, and their enduring connection to country.

As a community organisation, we are committed to fostering respect, understanding and meaningful collaboration among all peoples in our community.

MESSAGE FROM OUR PRESIDENT

On behalf of the Management Committee, I extend heartfelt thanks to our community, members, volunteers, and partners for their invaluable support in shaping this strategic plan. Your insights and collaboration have guided us through a period of growth and strengthened our role as Townsville's trusted community connector.

In developing this plan, the Management Committee has reflected on our achievements, assessed our progress, and set a clear vision for the future. This process reinforces our commitment to strong governance, sustainability, and responsiveness to our community's evolving needs.

Over the next three years, we will focus on building a stronger, more sustainable organisation that is fit for purpose. Our priorities include refining our brand, diversifying funding, and deepening community connections through innovation, inclusion, and collaboration. Together, we will continue to create a connected and informed community where everyone belongs and thrives.



OUR PURPOSE, VISION, & VALUES

Our Purpose

Connecting people, organisations, and communities with the information, resources and relationships they need to thrive.

Our Vision

A Connected and Informed Community

Our Values

Equity – Providing equitable access to quality information, services and learning opportunities

Accountability – Maintaining organisational integrity, accountability and good governance

Innovation – Striving to enhance the performance and profile of the organisation

Integrity – Respecting and upholding human rights in all aspects of practice and management

Collaboration – Collaborate and strengthen partnerships to achieve our vision

ABOUT US

The Together Townsville (formally Community Information Centre Townsville) has been helping locals discover opportunities and connect to supports since 1976. Born from a collaboration between the Townsville Welfare Council and Townsville City Council, Together Townsville began as a small volunteer-run hub with noticeboards, brochures, and a single phone line – a simple but vital service that quickly became a trusted point of connection for the community.

Since 1976, Together Townsville has remained committed to one enduring purpose: ensuring every person in Townsville can access reliable, timely, and relevant information that supports their wellbeing, participation, and sense of belonging. From our earliest days of hand-typed resource sheets to today's digital directories and social platforms, our mission has remained constant even as our tools and methods have evolved.

As the city has grown, so too has Together Townsville. Over the decades, we have expanded our services, moved locations, and embraced new ways to connect with the community. Today, Together Townsville delivers a blend of digital and face-to-face services including community resource directories, training and capacity-building workshops, networking events, meeting room hire, and personalised guidance for residents seeking support.

Our work continues to be powered by a dedicated volunteer workforce and supported by Townsville City Council, allowing Together Townsville to remain a welcoming, accessible, and trusted place for individuals, families, organisations, and community groups.

As we approach our 50th anniversary, Together Townsville stands on the strength of its history – a history built on connection, collaboration, and community trust. Looking ahead, we remain committed to fostering an informed, connected, inclusive, and resilient Townsville where everyone knows where to turn, feels supported, and has pathways to opportunity.

Together Townsville's name changed in July 2026 with the Office of Fair Trading, and was made official in October 2026 at the organisation's 50th Celebration.



Pre 2003
The old
Magistrates'
Court



Post 2003
Northtown
Building
Flinders St



WHO WE SERVE IN OUR COMMUNITY



Individuals & Residents

People living in or moving to Townsville who seek information, support, or connection opportunities for themselves, their families, or others.



Community, Recreation, & Cultural Groups

Grassroots organisations, clubs, associations, and local initiatives that create belonging and engagement opportunities within the community.



Organisations, Services, & Sectors

Across non-profits, government, businesses, and social enterprises who promote community well-being and utilise CIC's networks for engagement, visibility, and information sharing.



Strategic Partners & Funders

Key organisations that enable CIC's sustainability and influence – such as Townsville City Council, peak funding bodies, corporate funding partners, State & Federal funded services.

OUR SERVICES



Community Information & Access Services:

Managing, curating, and sharing accurate community information and resources through digital, print, and direct engagement.



Community Connection & Collaboration Services:

Facilitating relationships, partnerships, and shared learning that strengthen the Townsville community ecosystem.



Organisational Support & Sector Development Services:

Providing training, spaces, and membership programs that strengthen capacity, collaboration, and sustainability across the community sector.

OUR BUSINESS MODEL FRAMEWORK

Throughout the Strategic Planning process, we developed a Business Model Framework that will be embedded alongside the delivery of the Strategic Plan. This framework determines the organisation's long term core purpose and how this can be redefined for future alignment. There were four key principles that were considered to approach this step.

1. Clarity of Purpose – Stay anchored in what CIC does best: collecting, maintaining, and sharing trusted local information.

2. Collaboration and Inclusion – Design with, not for, the community, partners, and volunteers.

3. Sustainability and Adaptability – Integrate financial, digital, and human resource sustainability across all activities.

4. Evidence and Impact – Make decisions informed by community feedback, data, and measurable outcomes.



STRATEGIC FOCUS

Our Value & Impact



OUR OBJECTIVE

To strengthen public awareness and understanding of our role, showcase impact, and enhance connection with the Townsville community.

OUR GOALS

- Rebrand to enhance and align our identity.
- Implement a consistent marketing and outreach strategy, encompassing both digital and in-person engagement.
- Utilise data-driven storytelling to effectively report on community impact.
- Strengthen partnerships within the community and increase advocacy visibility.
- Continuously evaluate core services to ensure their relevance and effectiveness - Community Newsletter, Directories, Activation Spaces, Network events etc.

OUR OUTCOMES

To be widely recognised as Townsville's community connection hub – a trusted, visible, and essential local resource.

STRATEGIC FOCUS

Our Future & Innovation



OUR OBJECTIVE

To secure long-term organisational viability through innovative service delivery, diversified funding, and efficient systems.

OUR GOALS

- Implement and embed the business and service model framework
- Review and strengthen the processes of data gathering that informs gaps for future opportunities
- Technology and digital capability improvements
- Continuously evaluate our governance and succession planning processes to ensure their effective and forward thinking
- Establish a partnership framework and co-design initiatives that bring value to our brand, identity and members

OUR OUTCOMES

To build a future-ready organisation with strong foundations—powered by innovative service models, modern systems, meaningful data insights, and collaborative partnerships that enhance Together Townsville’s impact, identity, and long-term sustainability.

STRATEGIC FOCUS

Our People & Culture



OUR OBJECTIVES

To empower and develop our team through an inclusive, learning-oriented culture that builds capacity, capability and ensures continuity.

OUR GOALS

- Develop and implement structured training pathways that build capability
- Strengthen induction, and best-practice workforce processes to ensure a consistent and supportive experience
- Regularly review and improve the Cultural, Diversity and Inclusion Strategy to ensure we remain welcoming, respectful, and culturally responsive
- Establish a future-focused succession plan
- Expand the workforce and strengthen organisational capability to meet increasing operational and community needs.

OUR OUTCOMES

Our organisation and people are skilled, supported, and future-ready – sustaining the organisation's positive culture and service excellence.

STRATEGIC FOCUS

Our Community



OUR OBJECTIVE

To strengthen community connection and respond to emerging needs through collaboration, innovation, and accessible information.

OUR GOALS

- Co-designing initiatives with community partners
- Expanding workshops, training, and outreach events through Together Townsville initiatives
- Establishing regular mobile and pop-up engagement hubs
- Strong brand value that drives Business and Community partnerships
- Addressing social gaps with sectors and agencies
- Continuously evaluate core services to ensure their relevance and effectiveness for the sectors - Community Newsletter, Directories, Activation Spaces, Network events, etc.

OUR OUTCOMES

To actively connect people, ideas, and opportunities – driving collaboration and resilience across the Townsville community and ecosystems.

2026-2028 STRATEGIC FOCUS

CONNECTING PEOPLE. STRENGTHENING COMMUNITY.



Our Value & Impact

OUR OBJECTIVE

To strengthen public awareness and understanding of our role, showcase impact, and enhance connection with the Townsville community.

OUR GOALS

- Rebrand to enhance and align our identity.
- Implement a consistent marketing and outreach strategy, encompassing both digital and in-person engagement.
- Utilise data-driven storytelling to effectively report on community impact.
- Strengthen partnerships within the community and increase advocacy visibility.
- Continuously evaluate core services to ensure their relevance and effectiveness - Community Newsletter, Directories, Activation Spaces, Network events etc.

OUR OUTCOMES

To be widely recognised as Townsville's community connection hub – a trusted, visible, and essential local resource.

Our Future & Innovation

OUR OBJECTIVE

To secure long-term organisational viability through innovative service delivery, diversified funding, and efficient systems.

OUR GOALS

- Implement and embed the business and service model framework
- Review and strengthen the processes of data gathering that informs gaps for future opportunities
- Technology and digital capability improvements
- Continuously evaluate our governance and succession planning processes to ensure their effective and forward thinking
- Establish a partnership framework and co-design initiatives that bring value to our brand, identity and members

OUR OUTCOMES

To build a future-ready organisation with strong foundations—powered by innovative service models, modern systems, meaningful data insights, and collaborative partnerships that enhance Together Townsville's impact, identity, and long-term sustainability.

Our People & Culture

OUR OBJECTIVE

To empower and develop our team through an inclusive, learning-oriented culture that builds capacity, capability and ensures continuity.

OUR GOALS

- Develop and implement structured training pathways that build capability
- Strengthen induction, and best-practice workforce processes to ensure a consistent and supportive experience
- Regularly review and improve the Cultural, Diversity and Inclusion Strategy to ensure we remain welcoming, respectful, and culturally responsive
- Establish a future-focused succession plan
- Expand the workforce and strengthen organisational capability to meet increasing operational and community needs.

OUR OUTCOMES

Our organisation and people are skilled, supported, and future-ready – sustaining the organisation's positive culture and service excellence.

Our Community

OUR OBJECTIVE

To strengthen community connection and respond to emerging needs through collaboration, innovation, and accessible information.

OUR GOALS

- Co-designing initiatives with community partners
- Expanding workshops, training, and outreach events through Together Townsville initiatives
- Establishing regular mobile and pop-up engagement hubs
- Strong brand value that drives Business and Community partnerships
- Addressing social gaps with sectors and agencies
- Continuously evaluate core services to ensure their relevance and effectiveness for the sectors - Community Newsletter, Directories, Activation Spaces, Network events, etc.

OUR OUTCOMES

To actively connect people, ideas, and opportunities – driving collaboration and resilience across the Townsville community and ecosystems.



OUR PURPOSE, VISION, & VALUES

OUR PURPOSE

Connecting people, organisations, and communities with the information, resources and relationships they need to thrive.

OUR Vision

A Connected and Informed Community

OUR VALUES

Equity – Providing equitable access to quality information, services and learning opportunities

Accountability – Maintaining organisational integrity, accountability and good governance

Innovation – Striving to enhance the performance and profile of the organisation

Integrity – Respecting and upholding human rights in all aspects of practice and management

Collaboration – Collaborate and strengthen partnerships to achieve our vision

OUR SUPPORT

SUPPORTED BY



Together Townsville is proudly supported by the Townsville City Council. Our organisation contributes to the council's Corporate Plan.



Goal 1 – A City for Everyone



47279730



www.togethertownsville.com.au



280 Flinders Street, Townsville 4810

OUR ACKNOWLEDGEMENT OF COUNTRY

Together Townsville connects our community on what always was, and what always will be, the land of the Bindal and Wulgurukaba peoples.

We honour their living history, passed down through generations of knowledge-keepers and storytellers. We value the strength, resilience and wisdom of Elders, and their enduring connection to country.

As a community organisation, we are committed to fostering respect, understanding and meaningful collaboration among all peoples in our community.





together TOWNSVILLE

CONNECTING PEOPLE. STRENGTHENING COMMUNITY.

WWW.TOGETHERTOWNSVILLE.COM.AU

