

# The Where: 2027 Moonshot – Every Child Enriched, Every Family Engaged



## 2027 Vision

### What are we known for? What are we proud of?

- A large engaged, active and diverse volunteer base (50+), inspired off the back of successful 2025 150th year celebrations – measure engagement
- 20 engaged and diverse parents attending our P&C meetings regularly
- More dads, grandparents, and kids (Grade 5+) participating
- Quality is measured and Improvement Plan in place
- Measure satisfaction
- Known for a large, engaged volunteer base inspired by successful past events.
- Successful subcommittees for fundraising, community engagement, and the swim club.
- Improved governance with more policies, handbooks, and efficient processes.
- Increased funding capacity for bigger projects like J Block rebuild and OSHC space.
- Expanded staff to meet growing operational needs, particularly in OSHC.
- Streamlined processes and diverse menu offerings in the Tuckshop/Cafe.
- Upgraded school uniforms with smarter designs and better quality.
- Diverse and exciting community events fostering a unique school community.
- Active support for students and families through fundraising and daily operations.
- Overall, a thriving and connected school community.

### What products / services do we offer?

- Before/After School and Vacation Care placements for more students
- Convenient and diverse school lunches and snacks, with expanded offerings
- Smart-looking, better-quality school uniform gear, including additional items for sports days
- Tuckshop and Café with coffee and grab-and-go breakfast items, with expanded offerings
- Community tennis court hire
- Swim Club with increased support and resources, possibly sponsorship
- New and exciting fundraising events
- New and exciting community engagement events
- A well-organised and successful P&C organisation, fostering parental involvement and addressing school concerns
- Fundraising events, OSHC, Uniform Shop, Swim Club

### What customers do we serve?

- Students
- Parents and carers
- The School
- P&C Staff, P&C Members, P&C Volunteers
- Local community members
- Former students and former families
- School Community

### What is our Business Model?

- Not for profit, statutory body
- All profits reinvested into the school and enhancing fundraising capacity
- Over 55 P&C employees managing services and office operations
- Accountability to membership base; members vote on P&C matters at General Meetings
- Volunteer base vital for organising events and activities, fostering school community spirit
- Focus remains on providing essential school community services

### Areas of growth?

- Expansion of OSHC, Tuckshop, and Uniform Shop,
- Focusing on growing the volunteer and membership base.
- Increased capacity for products and services to accommodate the growth in student numbers.

### What does our team and culture look like?

- Clear strategic vision and goals aligning the Executive and membership.
- Collective annual and term goals guiding our efforts.
- Introduction of a Business Manager overseeing all service units, leading to streamlined meeting procedures and positive feedback from members and community.
- Acknowledgment of the need for governance training and support for the Executive team, as roles evolve with the addition of the Business Manager.
- Deeply engaged core volunteer base, though insufficient numbers pose a risk of burnout. Focus on volunteer recruitment, engagement, and retention.
- Motivated Executive team attuned to WESS' history and future needs.
- Stable, knowledgeable staff across all business areas.
- Large base of volunteers from diverse grades and backgrounds involved in delivering services and events.
- Emphasis on integration across business units and staff to foster a more cohesive team dynamic.

### What geographies?

- School Campus
- West End Community
- Pre-prep Families – local Kindy

### Have we won any awards?

- Winner of Fundraising at the P&C Awards.
- Aiming for the Business of OSHC Award, following two years of improvements in Out of School Hours Care (OSHC).
- Recognised as the Best Overall P&C in Queensland.

### Do we have any social responsibility initiatives?

- Promoting active travel and addressing traffic issues caused by parental transportation through the Volunteer Active Travel Team.
- Initiatives to make the school and P&C more sustainable through the Volunteer Team for Sustainability – eg business practices and materials.
- Allowing other community groups to run BBQ/Bake sales on election days at the school.
- Providing fundraising opportunities for students, such as bake sales and selling items at the tuckshop.
- Consistently supporting families in need to improve student outcomes.
- Offering eco-friendly products where feasible and maintaining inclusivity.
- Making connections with local West End community groups – eg Grade-5+ kids can volunteer, eg giving waste food to local food charities.

### What is our turnover / profit?

- Organic growth in funding as the school grows.
- Funds that are earned are reinvested back into the school in a timely way.
- Large Projects – Facilities, Programs and Services – are clearly planned ahead so that funds can be allocated.

### Other

- Emphasis on community as a core value at WESS, fostering strong connections within the P&C and the school.
- Providing opportunities for parents to engage with the school community, make new connections, and build relationships with school staff.
- Offering firsthand insight into school operations and decision-making processes, empowering parents and carers to contribute to educational outcomes for WESS students.
- Common goal of enhancing educational outcomes through fundraising for resources, programs, and facilities
- Facilitating engagement from various stakeholders such as local/state/federal members and concerned citizens.



**Major Projects**

1. Business Case, Moonshot measurement and Launch – *“Every Child Enriched”*
2. Business Case and Moonshot measurement – *Connections Events, Meetings, Communications and Partnerships*
3. Business Case and Moonshot measurement – *Quality Tuckshop, OSHC and Uniform Shop*
4. Team Moonshot Launch
5. Project Planning – Facilities, Programs or Services – for allocation of funds. Pros, Cons, Goals, Budgets
6. 150th Year Planning and Celebrations
7. P&C Operational Processes – Review, Planning, Update

**Purpose  
Values**

**The Why: We are *The Heart of the School Community***

KIDS-FIRST	STRONGER TOGETHER	STRIVING TO IMPROVE	HAVING FUN
Everything we do is for the kids. Make sure it’s safe. We support positive educational experiences and outcomes. Creating treasured memories that last a lifetime!	We value all contributions – big or small. Our kids and the community depend on us. We are cooperative and always willing to lend a hand. Share the load!	We are passionate, dedicated. We leverage our skills and strengths. We are transparent and accountable. Always strive to improve!	We are welcoming, inclusive and friendly. We value our community and our diversity. We are energetic, positive and engaged. Let’s have fun!