



STRATEGIC DEVELOPMENT PROGRAM FOR NOT-FOR-PROFIT ORGANISATIONS

GROWING RESILIENT
NOT-FOR-PROFIT ORGANISATIONS

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The Strategic Development Program for Not-for-Profit Organisations (SDP-4-NFP) has been designed by Winthrop Professor Tim Mazzarol and Gudrun Gilles, recognised experts in the design, development and delivery of executive education programs.

This program has been developed from well-researched foundation principles of how such organisations need to configure their business models and shape their corporate strategy to address the challenges of what is now a dynamic and more uncertain environment. This virtual program applies theory and industry best practice to the organisational realities of the participants.

The need for the SDP-4-NFP program

The SDP-4-NFP program was developed in response to a recognition that the management of a not-for-profit organisation is a highly challenging and demanding task environment, and that the unique nature of these enterprises requires a balancing of social and economic objectives. Changes to government policy and community attitudes towards charitable activities have created a more turbulent and uncertain future of many NFP organisations. The program has been designed in response to this changing regulatory and funding environment experienced by the NFP sector. The focus is on how NFP organisations can maintain their primary objectives whilst increasing their resilience and independence from public funding.

The SDP-4-NFP program is different from most other strategic management programs because it is tailored to the particular requirements of the NFP sector.

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Learning outcomes

At the conclusion of the program participants should be able to:

- Understand the context of operating in the NFP sector whilst competing in a commercial market
- Safeguard organisational objectives and ethics vs organisational sustainability and resilience
- Formulate the concept of risk appetite in the context of NFP
- Identify additional and diverse income streams for their context
- Create a fit for purpose leadership approach
- Evaluate impact and make strategic decisions in relation to:
 - government policies and legal environments
 - competitive market dynamics
 - financial sustainability
 - community contributions to your organisation
 - social responsibility
 - ethical objectives.

Who will benefit

This program is aimed at board members, senior managers and CEOs from NFP organisations.

Program details

Duration:	6 half days, 2 days per week for 3 weeks.
Venue:	Virtual
Date:	8 – 24 October 2024
Fees:	\$2426 GST inclusive \$1940 GST inclusive AIM WA Corporate Members

About the Presenters



Winthrop Professor Tim Mazzarol of the UWA Business School is a specialist in entrepreneurship, innovation, small business management, marketing and strategy. He is a Qualified Professional Market Researcher (QMPR) with the Australian Market and Social Research Society (AMSRS), a Fellow of the AIM WA, and a Director of the Co-operative Enterprise Research Unit (CERU), Centre for Entrepreneurial Management and Innovation (CEMI), and the Commercialisation Studies Centre Ltd, a not-for-profit company. Tim has over 30 years of experience in the design, development and delivery of executive programs and strategic planning workshops for large and small organisations including many not-for-profit enterprises, government agencies, universities and colleges. In recent years he has designed and launched the very successful Co-operatives and Mutuals Strategic Development Program (CMSDP).



Gudrun Gilles has collaborated on a number of research and evaluation projects with Professor Mazzarol over the years and operates as a management consultant in the NFP and Small and Medium Enterprise (SME) sectors. Gudrun is the principal consultant of her own business since 2001 and has attracted a wide range of projects over the years. She draws from her studies and hands-on experiences in the field when facilitating executive education programs. Her sector related experience is derived from roles and projects in high-risk human services design, development and management, procurement, board of director's education, strategic planning, senior executive education and mentoring, systems auditing and evaluating organisational and program outcomes. Her hands-on approach ensures that this program will respond to current strategic challenges faced by the sector.