



# **The G.O.A. Vision Report**

**Prepared by Michelle Pereira, Chair, Vision Project**

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# Summary Report

## ***Introduction***

The Goan Overseas Association (G.O.A.) in Toronto conducted an assessment in the form of a survey and a workshop in 2007 to assist in better understanding the needs of the Goan community in order that a new vision for the Association and plan for the future could be developed.

The survey was the first part of the assessment which enabled individuals from the Goan community (members and non-members of the Association) to provide feedback and ideas on areas such as social events, needs of the new immigrant and senior citizen groups, volunteer involvement, communications and customer service. This survey, completed by 161 individuals, was made available in hard copy format in the March 2007 Pulse and then on-line through the G.O.A. web site from May 2007 to January 2008.

The second part of the assessment was a workshop that the G.O.A. hosted for the Goan community (members and non-members of the Association) on Sunday July 8th in Toronto. The event was promoted widely throughout the community. The 56 individuals who attended were asked to express their views on the Association's strengths. Knowledge about these strengths will help when building more desirable services for the community. The group also shared their thoughts about the Association's weaknesses, which is the first step in overcoming them in order to pursue any new ideas. Finally, the group discussed new ideas for engaging more members of the Goan community and crafted potential solutions to fill large needs within the community.

The insights that were gathered at this workshop were included with the information compiled from the vision surveys and analyzed for common themes. These themes and accompanying data from the surveys and workshop are presented in this report and offered as insight to be considered in the development of a new vision and strategic plan for the Goan Overseas Association.

## ***Themes***

The following themes were developed through analyzing data gathered from 253\* surveys submitted between March 2007 and January 2008 by 10 youth who are fifteen to nineteen years of age, 22 young adults who are nineteen to twenty four years of age, 59 senior young adults who are twenty five to thirty five years of age, 10 young couples, 30 families with children who are zero to fourteen years of age, 122 adults over the age of thirty five; and 56 participants (12% under 30 yrs of age; 38% between 30-50 yrs.; 50% over 50 yrs.) who were asked in a workshop held on July 8, 2007 to identify the strengths, weaknesses, opportunities and threats of the G.O.A.

\* 253 surveys were started and 161 surveys were completed

## **Celebrate the Goan Culture**

The members of the Goan community expressed that they are proud of their culture and support the Goan Overseas Association because they want to be part of a group that celebrates this culture. The most important expectation that the Goan community has of the G.O.A. is to build awareness of the Goan culture. (92% of survey respondents ranked “building awareness of the Goan culture” as very important/important) They want to keep up the traditions of the Goan culture and pass them along to future generations. Many families with young children indicated they attend G.O.A. events to expose their children to the Goan cultural heritage.

Awareness of the Goan culture can be spread if dialogue is encouraged between all groups within the community including seniors, families and young people. The G.O.A. has an opportunity to facilitate the sharing of knowledge, culture, values and the history of what it means to be Goan. For example, we could bring the community together to learn from each other at a large conference or create smaller activities like cooking classes and learning Konkani.

Part of building awareness of any culture is increasing profile for it among its citizens as well as in the broader community. There is an opportunity for the G.O.A. to make the Goan culture and its people more visible by becoming active in the political landscape. Another way to increase profile is to participate in events involving large numbers of people, for example, seek out opportunities to collaborate with the broader South Asian community, Canada's largest visible minority group in 2006. According to the 2006 census, there are 1.3 million Canadians who identify themselves as South Asian, which includes countries like India, Pakistan and Sri Lanka. They represent 24.9 per cent of the visible minority population, and four per cent of the total Canadian population. The G.O.A. could participate in South Asian Heritage month and/or move its signature events into other well known festivals, for example, move Viva Goa to the CNE grounds for South Asian Week.

## **Bring the Community Together**

There is an opportunity to break down the invisible barriers that exist between regional groups within the community. It is important for all members of this community to feel comfortable when they take part at a G.O.A. event, to feel like they are among friends. The perception is that the G.O.A. is an East African club catering to members from that geographic region. It is important to demonstrate that the G.O.A. encourages all people in the community, who are interested, to participate in what the Association offers – everything from taking part in cultural shows to volunteering on the Executive Committee.

The Goan community wishes to cultivate relationships with each other, they want to support one another and learn from one another. The hope of members from this community is that Goans from across different geographic origins and religious

affiliations will come together and find common ground. Currently the community is fragmented into smaller groups that are representative of either a geographic region of the world from which they immigrated or a demographic group. A large majority, 72%, want the G.O.A. to collaborate with these other Goan groups.

## **Listen to the People**

Currently, the G.O.A. is perceived largely as a social club with a shallow provision of services (22% of survey respondents said they do not see value in being a member). The Association is in a position where it must demonstrate to the Goan community that it is listening to their needs and appreciates their involvement in the Association. There is a perception that services are delivered according to what matters most to those on the Executive committee; that money is not being allocated to meet the needs of the community; and that participating in areas like soccer at Viva Goa, cultural dancing at events, and as a member of the Executive Committee are exclusive.

Therefore the Association has a responsibility to include members of the community in the success of the G.O.A. from the design and planning of programming to its execution (51% of survey respondents indicated an interest in becoming more involved with the G.O.A.). This behaviour will demonstrate the Association's trust in the community and this in turn will engender trust in the G.O.A. This trust and interest will positively impact the number of interested persons who make themselves available to volunteer for the G.O.A..

Good customer service and communication is also fundamental in building strong relationships within the community. It is important that the G.O.A. takes seriously its responsibility to attend to inquiries and to review new ideas from the community. And to treat all members, for example, those who pay their dues on time and those who do not, with equal amounts of respect.

## **Foster Growth in the Community**

The community expects the G.O.A. to take the lead in fostering growth for the Goan community in the social and professional sense. The G.O.A. scholarships have been a way for the Association to recognize the achievements of young Goans, in turn encouraging commitment to personal and academic growth and development. Members of the community feel strongly that the dollar value of the scholarships need to be increased to reflect current economic conditions and that this support be directed to those in financial need (69% of survey respondents do not believe the \$250-\$500 amount for each scholarship is sufficient).

The Association is also in a great position to help link people in the community together for educational and professional reasons (73% of the community expects the G.O.A. to promote Goan operated businesses and nearly 70% expect career networking

opportunities from the Association). One way to enable members of the community to have access to one another is by building a shared directory that holds names, job titles, employer information and contact details. Learning from each other can be accomplished through hosting a variety of educational seminars, encouraging different members of the community to take part as guest speakers and/or facilitators. The young Goan professional, for example, is looking for a way to build their network to support their career advancement and wants mentoring opportunities with experienced professionals in the community.

## **Give Back**

Our grandparents and parents who have traveled here from developing continents and countries around the world appreciate the opportunities they had by coming to Canada. Generations since then have benefited from a great education, career opportunities, etc. Members of this community are ready to give back and desire to make a difference.

The community wants its Association to demonstrate social responsibility by leading and coordinating volunteer and charitable efforts among the members of its community (90% of survey respondents expect the G.O.A. to assist members of the Goan community in need). There is a strong desire to provide support to members of this community in need financially, physically and socially, both here and in Goa, and to give back to the surrounding community in which we live. The youth have specifically indicated that they wish to donate both time and money to help people in need locally and in Goa.

## **Leverage What Our City Has to Offer**

The City of Toronto has a range of entertainment offerings including internationally renowned restaurants, performing and visual arts centres, theme parks and entertainment complexes.

Young singles are looking to the G.O.A. as an opportunity to meet other Goan singles, and like other segments, they want to enjoy the company of other Goans doing things they love to do in Toronto like having dinner at a restaurant, going out for a drink, taking in a movie or their favourite sport.

Families with young children look to the G.O.A. to help them build social networks for their children. They want their children to develop friendships with other children from the Goan community while enjoying the activities they love to do, such as day trips to Ontario Place, participating in children's theatre, ice skating or spending the day at the park.

## **Support a Healthy Lifestyle**

This community has a strong commitment to physical activity and is encouraging healthy habits in their lives and the lives of their children. The G.O.A. could include special activities in its programming, such as sport clinics and incorporate healthy elements as part of events such as a juice/water alternative to pop for children.

The majority of members in the community enjoy either participating in or watching sports activities (85% of survey respondents indicated they are interested in either participating or watching sports). The important message from the community is that it wants everyone to have an opportunity to take part as either a participant or a spectator. This would involve making available a larger variety of sports activities such as co-ed soccer for children, badminton and table tennis for seniors and basketball for young adults.

## **Find Common Ground**

Members of this community, young and old, indicated the desire to have a common meeting place. A familiar space that hosts regular activities holds memories, which in turn cultivates community. An important consideration in selecting a venue(s) is to understand that our community is spread from east to west, north to south of Toronto.

## **Provide Value for Money**

The community appreciates a good quality experience and value for money as it relates to community events. The overall quality of an event is important, from the spaciousness of a venue to the taste of the food. There is an opportunity for the G.O.A. to institute consistent standards across all of their events in the areas of event promotion, venue selection, food, alcohol, entertainment and agenda.

## **Special Needs within the Community**

### **Senior Citizens**

Senior citizens in this community are looking for more frequent opportunities to connect with their social circle (46% of the survey respondents who are seniors indicated the reason they do not attend G.O.A. events is that their friends do not attend). They want an easy way to meet up with other seniors on a regular basis (60% of the survey respondents who are seniors belong to a Goan seniors group).

Their focus is on their health, happiness and overall well being. This includes their spiritual well being as well. This group cited value in attending information exchanges

for seniors on topics of interest like health. As mentioned, their faith is a very important part of their lives, so the G.O.A should look to providing opportunities that integrate the social aspect with a religious experience.

They are looking for smaller, informal gatherings that allow them to engage one another in conversation and have fun. Activities such as cards, whist drive, walking tours and line dancing were recommended.

Finally this group realizes that they may need to consider the option of living in a retirement or nursing home. Their hope is that the G.O.A. will help to bring members of this community together during the search process for this home. Their quality of life would be increased if they had the opportunity to spend these years of their life with other Goan seniors who understand and share their religious values, traditions and culture.

### New Immigrants

The biggest challenges faced by Goans who are new to Canada are finding a job (46% of survey respondents who are new immigrants indicated that this is their biggest challenge), meeting new people in the community and becoming familiar with the North American culture. The G.O.A. has an opportunity to facilitate the access to support services and professionals in the community that can provide assistance. The Association can also build in ways for those who are new to the Goan community in Canada to meet people at events, for example, encourage members of the community to host visitors and new immigrants at their table at an event or accompany them to church.

## ***Closing***

The insights from these members of the community indicate there is an opportunity now to clarify the objectives in the G.O.A. constitution, making changes where necessary so that it speaks to the needs of the community. These revised objectives and the findings in this report should inform a new vision for the G.O.A. and a plan for future programming. In order for the G.O.A. to provide a successful service to its community and create value for people to become members it must carefully consider the community's insights and recommendations, as well as create a supportive infrastructure to execute on its plans.

## **APPENDIX A**

### **Qualitative Results - G.O.A. Vision Survey**

**(Info gathered from 161 respondents via on-line and hard copy survey from March 2007 – January 2008)**

## Qualitative Results – G.O.A. Vision Survey

The following information is the compiled responses and feedback from the community members who participated in the G.O.A. Vision Survey.

### *Events*

The respondents were given the opportunity to rate their level of satisfaction with each of the following events and provide ideas for improvement.

#### **Viva Goa**

- 87% of those who attended were satisfied/very satisfied
- 73% respondents attended the event
- Opportunities for improvement:
  - Food:
    - Long line up for food and generally disorganized
    - Allow food/drink for babies/children. Hot water needed for formula.
    - Provide healthy food choices (fruit, fruit juice)
    - Goan food choices (sorpotel)
    - Prices for food high (quality for money) Need more items and variety
  - Venue:
    - Heat and humidity take away from experience
    - Cramped
    - Poor acoustics
  - Customer Service:
    - Consideration during patron handling
    - Recycling and Garbage bins
    - Overall cleanliness: serving food to washrooms
  - Soccer:
    - Important that teams are comprised of individuals from Goan families
    - Ethical standards should be expected in the recruitment of players. Community does not favour recruiting ringers. G.O.A. has responsibility to promote inclusiveness within the community.

- Not more than four family members on one team.
- Some villages are larger than others, therefore encourage two or more teams to represent one village.
- Provide opportunities to recognize team sponsors and efforts of coach/manager
- Cultural Offering:
  - Need more of a focus on Goa and need more of a significant cultural offering at the event
  - Encourage konkani content in entertainment (concert/singing)
  - Incorporate cultural ideas to the design of the entertainment, food offering, etc. from those who have just come from Goa
- Inclusiveness:
  - Make the opportunity to participate in the kids and adult performances more accessible to new participants (Seems like it is on a need to know basis) Need to be publicize widely
  - Young adults come only for night event and should be more involved during the day
- Children’s area:
  - Need volunteers who are dedicated to the area and who are there to engage children. Some families did not like the help yourself philosophy as it was not bringing children together and enabling them to interact. Provide more than the jumping castle.

## **New Year’s Eve**

- 86% satisfied/very satisfied
- 43% of respondents attended the event
- Opportunities for improvement:
  - Price differential between young adult and adult hall – no visible difference
  - Need better quality food

## **Easter Sunday Family Day**

- 57% satisfied/very satisfied
- 10% of respondents attended the event
- Opportunities for improvement:
  - Hold on another date other than Easter Sunday

## **Children’s Christmas Tree**

- 77% satisfied/very satisfied
- 14% of respondents attended the event

- Opportunities for improvement:
  - Organize games and dances for the children
  - Okay to have a brown Santa
  - Healthy food choices for children (juice and water instead of strictly pop)
  - Flow of event needs to be more efficient. There was wasted time by standing in line to visit Santa and then to pick up gift.

## General Event Feedback

- Lacking in cultural offerings
- Need differentiated member pricing
- Logistics:
  - Overall quality of an event important (venue, food, band) Sit down dinner vs. buffet. Music very loud. People will pay extra if the venue is spacious enough for the activity, i.e., large enough to dance, for children to play and run around at Children's Christmas tree party, enough table for people to sit, enough food.
  - Is it possible to develop relationship with hall/community centre in west end/east end? Familiar surroundings build memories.
  - Keep to timing
  - Improve event promotion/communication
  - Need event planning standards for food, venue, alcohol and entertainment (Career Networking event venue, Anniversary dance alcohol ran out)
  - Venue needs to be accessible (East and West)
- Structure of Events:
  - Large gatherings force people to congregate into cliques
  - Set up smaller informal local gatherings (pub nights) – encourage mixing
- Community needs to feel that participating in the design of the event, being a part of the event (dancer, soccer player) is accessible.
- Activities need to take all levels into consideration (structure play or select course to encourage the average golfer to participate)

## Young Adults – Event Ideas

- Events for singles to meet (website tool to link with other singles)
- Networking opportunities for young professionals
- Discounted outings to local events (comedy shows, theatre)
- Trips, Tours
- Add a faith component to the list of GOA events. Create an opportunity where youth can do something productive to help the goan community such as encouraging groups of youth to go out to an event/agency and donate a couple hours of their time. Benefits would include: more youth involvement on committees, bridging the generational gap between the "traditional goans" and the "second/third generation"

## **New Ideas for Cultural Activities**

- Goan theatre
- Konkani language classes
- Goan dance lessons
- Cooking classes

## **Reasons for Why Respondents Attend a Goan Event**

- Top Priorities (ranked as very important/important)
  - Socialize with family/friends – 89%
  - Support my community – 85%
  - Entertainment Cultural Music/Dance – 73%
  - Meet New People – 68%
  - Other
    - Experience Goan culture
    - Opportunity for children to meet other Goan children
    - Keep up tradition – pass along to future generations
    - Build networks

## **Percentage of Respondents Who Attend Goan Events Not Organized by the G.O.A.**

- Village Feasts – 59%
- Dances – 48%
- Cultural Events – 40%

## **Ideas for New Events and Activities**

- Organized Trips (wine tours, children's concerts) – 68%
- Activities (skating, games) – 53%
- Recreational sports – 51%
- Networking – 51%
- Other – 47%
  - Young People:
    - Small informal gatherings (restaurants, pubs, cocktail parties, movies, sports event) and mix and mingle for singles and young adults in general
    - Faith based events for Youth
    - Community Service Outreach Projects
  - Families with Young Children:
    - Family Days (Picnics, Camping, Bowling, Talent Contests, Play Day, Karaoke)

- Engage toddlers and young children (ice skating, trip to a farm)
- Seniors:
  - Seminars, Debates, Conventions (Issues Affecting Goa) – Info Exchange for seniors
  - Troom, Bingo, Whist Drive, Bridge, Billiards, Cards, Table Tennis, Walking tours, Line dancing, Goan traditional dances, Badminton, Ballroom dancing, Fishing trip (seniors)
  - Senior Citizens Appreciation Day (Members, Family, Young People) circulate and talk with these seniors at their tables. Have musical interludes by bands, solos. Celebrate seniors and their accomplishments.
- Everyone:
  - Day trips to places of interest: Groups to Wonderland, Ontario Place, Niagara Falls, Movie Theatre, Comedy Shows, Theatre, Casinos (seniors), Wine Tours, Jazz Festival, Local beaches like Wasaga, Sandbanks and Vacations (Investigate group discounts) Organizing a group for March break might be appealing for young families.

### **Reasons for Attending a Goan Event**

- A sense of belonging
- Goan culture
- Suits their needs
- Meet their friends
- Religious experience (G.O.A. does not provide this)
- An opportunity to raise funds for a worthy cause

### **Percentage of People who indicated that the G.O.A. Does Not Offer Enough Opportunities to Meet and Socialize with People from their Demographic/Social Group**

- 53%

### ***Charitable Support***

#### **The Community Wants to Lend a Helping Hand by**

- Sponsoring orphans in Goa
- Helping the poor in Goa

- Holding fundraising events

## ***Collaborating with Other Goan Organizations***

**The respondents were asked to indicate if they thought the G.O.A. should collaborate with other Goan cultural associations/groups to provide events to the Goan community. If they said yes, they were asked why and how the G.O.A. might collaborate.**

- 72% of respondents want the G.O.A. to collaborate with other Goan groups
- How?
  - Keep the community informed of events such as village socials
  - Come together to solicit government funding
  - At Viva Goa – invite participation of other groups
  - Offer services/events which are a complement to each other:
    - Build a stronger connection to the Goan Soccer League. Might consider putting on a league dance as many are G.O.A. members. Or there might be other sporting events to consider offering.
    - Initiate a combined event, for example, united Goan picnic!!
- Why?
  - Unite Goans from across different geographic origins and religious affiliations. Although the community supports these individual groups by attending their events, the message they are sending is that they dislike this segregation and want to be recognized as one voice.
  - To better understand the different segments of the Goan community
  - To share ideas
  - To promote culture and foster growth for the Goan community (cultural, social and professional). There exists an important opportunity to increase the profile for the community - collaborating with another organization provides strength in numbers to achieve this goal.
  - Serve the needs of the Goan community over the needs of the Association. This should not be a competition between groups
  - Goans who are new to the G.O.A. may wish to become more involved in the Association – need new people on the Executive
  - Great to have one main source to go to for information on the events and happenings in the Goan community (tie this to membership)
  - Increase attendance at events and strengthen areas that are currently weak
  - To minimize conflict between events

## Sports

- 85% of respondents are interested in either participating or watching sports
  - 64% spectators
  - 21% participants
- 15% are not interested in sports

### The respondents were asked to rate their level of satisfaction with G.O.A. sports and provide ideas for improvement.

- 53% are satisfied with G.O.A.'s lineup of sporting events
- Multiple people indicated a need for children's sports
- Nearly 47% of people provided new ideas as illustrated in charts below:

#### Very Popular

G.O.A. Sports day (track and field) – (build in opportunities for those who do not have strength in athletics to participate – social games aimed at young children and their families)	Volleyball	Basketball
Soccer (Co-ed and for small children)	Badminton, Table Tennis, Boardgames, Darts, Carrom, Cards, Trook (seniors)	Baseball

#### Popular

Field Hockey	Ice Hockey	Skating
Snooker	Ultimate Frisbee	Cricket
Dragon Boat team	Skiing	Football
Golfing (seniors)	Curling	Bowling

## Education – Scholarships

- Most are aware of the scholarships (regardless of age/student status) – 72%

- Most do not believe the \$250-\$500 is sufficient (69%)

### **New Ideas for Education Initiatives: (28% of respondents provided ideas)**

- Scholarships:
  - Increase each scholarship to the \$500-\$1000 range or fold scholarships into one award that will have more of a financial impact
  - Scholarship criteria should include financial need
  - Engage previous winners – involve them in award ceremonies to share their experience after they received scholarship
  - Scholarship criteria should recognize leadership in all areas (trades, entrepreneurial spirit – not just arts and sports)
  - Scholarship for grad studies
- Giving Back:
  - Sponsor Goan youth in Goa who are in financial need for education. Redirect funding to Goan families in need in Canada.
  - Encourage youth to become involved and volunteer in their community – spearheaded by G.O.A.
- Career Development:
  - Mentoring for young adults and new immigrants by Goan professionals. Offer mentorship component to winner of scholarship as a strategy to incorporate added value
  - Small career workshops for business writing skills, presentation skills, etc. Possibly add on to the Career Networking event.
  - Leadership courses
  - Align with community colleges to provide needed training
- Cultural Education:
  - Education opportunities supporting Goan culture, including Konkani language classes, cooking and music
- Academic:
  - Exchange programs
  - Post secondary education day

### ***The Needs of New Immigrants***

- 5% of respondents indicated that they have newly immigrated to Canada
- Approximately half (52%) of respondents learned about the G.O.A. from a G.O.A. member. Approx. 26% learned about the G.O.A. from the web site.

## **Biggest challenges faced by immigrants who indicated they experienced challenges**

- Finding a job – 46%
- Meeting people in the Goan community – 41%
- Becoming familiar with the North American culture – 27% (one person cited quiet racism)

## **Service Expectations of the G.O.A.**

- Career Development (networking, job search) – 52%
- List of referrals of Goan professionals (lawyer, accountant) – 52%
- Need GCO to become more visible to those who can provide support. GCO should become more engaged to coordinate things like clothing drives, donation of items.

## ***The Needs of Seniors (These individuals are 65+ years of age or consider themselves part of the seniors group)***

- 15% of respondents said they consider themselves part of this group

## **List of Services that Seniors Expect from a Cultural Association**

- Organized Trips (Religious, Casino, Theatre) – 71%
- Organized Activities (Bingo, Cards) – 62%
- Dances – 50%
- Other (seniors home)

## **Reasons Cited for Joining a Goan Seniors Group**

- 60% of respondents belong to a Goan seniors group. The reasons they cited for joining:
  - Proximity to events
  - Prefer informal gatherings
  - Good friends are part of the group
  - Something to do during the week

## **Reasons Cited for Not Attending G.O.A. Events**

- 46% indicated their friends do not attend (need to help them assemble their groups)
- 21% said they do not like the type of event itself
- 46% of respondents had other responses to why they do not attend:
  - Events too formal
  - Proximity (all in West)
  - Not promoted well
  - Music too loud
  - Unwelcoming environment for new people
  - Nothing new

## **New Ideas for How the G.O.A. Can Better Meet Needs of Seniors Community**

- Retirement home – build a community of Goan seniors (not suggesting G.O.A. purchase a building but do research and put interested parties in touch with each other)
- Liaise with other seniors groups to offer more recreational type activities
- Organize volunteers to help seniors with their travel needs (church, grocery store) and to help seniors with their finances
- Seminars (health)
- Offer dances that follow a traditional Goan dance model
- Musical concerts

## ***Getting Involved in the G.O.A. – Volunteers***

- 51% indicated an interest in becoming more involved with the G.O.A.
- Approx. half of these individuals wish to volunteer at an event
- Nearly one quarter want to be part of the G.O.A. Executive committee
- G.O.A. is event heavy – let's start to look at other areas of focus

## **New Ideas for Becoming Involved with the G.O.A.**

- Support group to visit seniors in nursing homes and hospitals
- Seniors sub committee
- Volunteers to seek funding from government for community projects, assisting newcomers, the disabled, seniors, cultural preservation, and professional services support (entrepreneurs).

- Need greater understanding of the expectations for involvement. What exactly do you need – how much time is needed and what impact will we have?
- Volunteer to support the sharing of the Goan culture (convention, cultural centre)

## **General Observations**

- Include members in the success of the G.O.A. from the design of new and existing initiatives to the execution. Recognize that each person brings their own strengths and limitations. Not everyone will be able to commit equal amounts of time to a project.
- Recognize the community for their interest and support. The communications may be perceived as patting ourselves on the back.
- There is misconception that services are delivered according to what matters most to those on the Executive committee, that money is being misused, that participating in activities like soccer at Viva Goa and cultural dancing at events, and as a member of the Executive Committee is exclusive.
- Perception that G.O.A. is not listening to the needs of the community. At present, concern that G.O.A.'s motives are misplaced, i.e., not with the community. The community's trust for the G.O.A. needs to be reinstated.

## **Communications and Customer Service**

- 42% of the respondents said they do not subscribe to the Pulse newsletter, therefore we can assume they are currently non members. 73% of the respondents indicated that they are or have been in past a member of the G.O.A.
- Approx. 75% of people who do subscribe to the Pulse indicated that the Pulse newsletter kept them adequately informed.
- The preferred method of choice for receiving information from the G.O.A. in order from most preferred to least is:
  - E-mail
  - Website
  - Regular Mail
- 79% of respondents are satisfied/very satisfied with the customer service provided by members of the G.O.A. executive committee.

## **Opportunities to Improve Customer Service and Communications**

- Web Site:
  - Brighten up the web site and make it easy to read (dark colours and small font)
  - Improve links on web site with village associations
  - Create opportunity on web site for singles to connect

- Allow people to easily add their e-mail to a distribution list for promotion
- Encourage people to use G.O.A. website link in their signatory to pass along throughout the community
- Develop a Canadian Goan directory (with security) that one can view and edit on-line
- Pulse newsletter:
  - Timely mailing of the Pulse newsletter and timely response to the community's inquires regarding this communication material.
  - Receipt of the Pulse and Annual Report is a rite of membership and it should not be necessary to indicate annually whether the Pulse or Annual Report is required by way of mailing the membership renewal form.
  - Pulse newsletter is event heavy – more articles would be preferred
- Customer Service:
  - Timely response to letters of inquiry and new ideas. Paid (or dedicated) committee member to attend to correspondence/member inquiries
  - Membership communication: make this more effective with an e-mail in January to let members know that their membership is due. Once paid. Send another e-mail to confirm that dues were received.
  - Try not to duplicate communications (e-mails)

## ***Value in Membership***

- 78% of the respondents see value in being a member of the G.O.A.
- 22% of the respondents said they do not see value in being a member and explained this as follows:
  - Not much difference in member vs. non member pricing. Doesn't seem like there is exclusivity for members vs. non members.
  - Pulse is electronic and can access all info on-line
  - Need for the Association to engage the membership more and provide opportunities that enable the community to participate in crafting the destiny of the Association.
  - Need new people involved in the Association
  - Dances are boring – need more relevant activities like sports for the family
  - The G.O.A. is currently a social club and does not take responsibility for the growth of its members. The Association should provide services that support the needs of the Goan community
  - Current events are irrelevant
  - Certain actions alienate members of the community (exclusive environment, referring to a segment of the community as defaulters)
  - Support members of the community in need (seniors and children)
  - The Association needs to promote the Goan culture
  - Like to see discounts on tickets to events and for activities in Toronto

- Need more profile for the Goan heritage and the Goan community – spread the word about Goans. Participate as a group in community events, i.e., Run for the Cure. Get more involved politically.

### ***Reasons Why Goans Want to Be Members of the G.O.A.***

- Celebrate the Goan culture
- Support (give back) and stay in touch with the Goan community
- Socialize with friends
- Provides a sense of camaraderie and belonging
- To meet new people
- Network
- Pass along the Goan culture to future generations
- To preserve the Goan identity
- Proud of the Goan heritage
- Parents were members – family tradition

### ***What Does the Community Expect from the G.O.A.?***

- Very Important/Important:
  - Build awareness of the Goan culture – 92%
  - Help Goans new to Canada integrate into society – 91%
  - Advance the standing of the Goan community – 90%
  - Assist members of the Goan community in need – 90%
  - Social interaction – 87%
  - Promote Goan operated businesses – 73%
  - Career networking – 69%
  - Education and training – 63%
- Important/Somewhat Important:
  - Participate in sporting activities - 66%

### ***Does the Community Perceive the G.O.A. to be Meeting the Objectives in the Constitution?***

- 49% perceive the G.O.A. “Promotes social, culture, physical, educational and economic activities for the welfare of its members”
- 46% don’t know whether G.O.A. is “Co-operating with other organizations with similar objectives and foster friendly relations with all residents of Ontario”

- 43% don't know whether G.O.A. is "Advancing the standing of the Goan community in Ontario"
- It's not that the community is saying "no" the G.O.A. is not meeting the objectives as stated in the Constitution, moreover the community is saying that it does not know whether we are meeting the objectives. Except for the case of promoting social, culture, physical, educational and economic activities for the welfare of its members.
- That said, when analyzing the specific segments of the population, the majority of families with young children do not believe the G.O.A. is meeting its objectives as stated in the Constitution (38-46% range).

### ***Steps that the G.O.A. Should take to be More Effective***

- Work with other Goan organizations (possibly Indian cultural organizations)
- Must Genuinely desire to help Goans
- Engage the community and listen to their needs
- Engage the youth in our community
- Promote better understanding and appreciation for the Goan culture among its citizens and other community groups. Need more cultural activities and need to build more profile for the Goan culture in the broader community.
- Strive to make a difference in the community. Support those in the community who are in need - financially, physically and socially. Engage younger generations to make a difference. Strive to make a difference to those in need in Goa. (Goan community and broader community)
- Provide more services that appeal to families of young children
- Provide more services that appeal to seniors – cooperate with the existing seniors organizations within the Goan and Indo Christian communities to provide complimentary social, cultural and religious activities. (housing facility)
- Make the Goan culture and its people more visible in the broader community. Might align the G.O.A. with Indian organizations. Provide all Canadians with opportunities to observe Goan lifestyle and traditions. Get involved with other cultural organizations.
- Enable the community to access one another (old friends, business needs). Example: GOA directory of members listing their place of work, title, e-mail address and phone number, etc. Indo Canadian Chamber of Commerce, Institute of Chartered of India - Canadian Chapter provide a directory of their members.
- Make this Association appealing and accessible to Goans who have come from all geographic regions of the world. Host a large event – outdoor, over a weekend – similar to the 1000 islands concept.
- Find a way to bridge the east/west gap

## **APPENDIX B**

### **Quantitative Results - G.O.A. Vision Survey**



**(Information gathered from March 2007 – January 2008)**



# G.O.A. Vision Survey

1. Which one of the following groups most closely describes you?			Response Percent	Response Count
Youth (15-19 years)			4.0%	10
Young Adult (19-24 years)			8.7%	22
Sr. Young Adult (25-35 years)			23.3%	59
Young Couple			4.0%	10
Families with Children aged 0-14 years			11.9%	30
<b>Adult (over 35 years)</b>			<b>48.2%</b>	<b>122</b>
		<b>answered question</b>		<b>253</b>
		<b>skipped question</b>		<b>0</b>

2. Are you?			Response Percent	Response Count
<b>Male</b>			<b>52.6%</b>	<b>133</b>
Female			47.4%	120
		<b>answered question</b>		<b>253</b>
		<b>skipped question</b>		<b>0</b>

3. Are you?			Response Percent	Response Count
<b>Married</b>			<b>59.3%</b>	<b>150</b>
Single			40.7%	103
		<b>answered question</b>		<b>253</b>
		<b>skipped question</b>		<b>0</b>

4. Do you have children?			
		Response Percent	Response Count
Yes		52.6%	133
No		47.4%	120
		<b>answered question</b>	<b>253</b>
		<b>skipped question</b>	<b>0</b>

5. Where do you live?			
		Response Percent	Response Count
Greater Toronto Area (GTA)		72.3%	183
Outside the GTA (specify city)		27.7%	70
		<b>answered question</b>	<b>253</b>
		<b>skipped question</b>	<b>0</b>

**6. Please indicate whether you attended the following events and rate your level of satisfaction with each event:**

	<b>Did Not Attend</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>	<b>Rating Average</b>	<b>Response Count</b>
Volleyball Tournament	<b>90.7% (194)</b>	4.2% (9)	3.7% (8)	1.4% (3)	1.16	214
Easter Sunday Family Day	<b>90.2% (193)</b>	1.9% (4)	3.7% (8)	4.2% (9)	1.22	214
Viva Goa	27.1% (58)	25.2% (54)	<b>38.3% (82)</b>	9.3% (20)	2.30	214
Anniversary Dance	<b>76.6% (164)</b>	8.9% (19)	10.7% (23)	3.7% (8)	1.42	214
Career Networking Event	<b>86.0% (184)</b>	3.7% (8)	7.5% (16)	2.8% (6)	1.27	214
Golf Tournament	<b>90.2% (193)</b>	2.8% (6)	4.2% (9)	2.8% (6)	1.20	214
Boat Cruise (Young Adults)	<b>90.2% (193)</b>	1.9% (4)	4.7% (10)	3.3% (7)	1.21	214
Family Picnic	<b>92.5% (198)</b>	2.8% (6)	3.3% (7)	1.4% (3)	1.14	214
St. Francis Xavier's Feast	<b>69.6% (149)</b>	10.3% (22)	15.9% (34)	4.2% (9)	1.55	214
Children's Christmas Tree Party	<b>86.0% (184)</b>	5.1% (11)	5.6% (12)	3.3% (7)	1.26	214
New Year's Eve	<b>57.5% (123)</b>	18.2% (39)	18.2% (39)	6.1% (13)	1.73	214
	<b><i>answered question</i></b>					<b>214</b>
	<b><i>skipped question</i></b>					<b>39</b>

**7. Were there any aspects of the events you attended (e.g. Venue/ Food/ Drink/Music/Entertainment/Event organization/ Value) that could be improved? Please explain.**

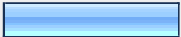
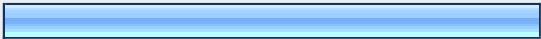
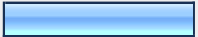
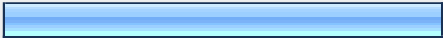

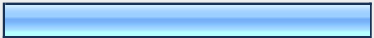


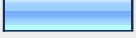
	<b>Response Count</b>
	92
	<b><i>answered question</i></b>
	<b>92</b>
	<b><i>skipped question</i></b>
	<b>161</b>

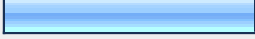

**8. What are your reasons for attending a Goan event? Rate your priorities in term of importance.**

	Very Important	Important	Somewhat Important	Not Important	Response Count
Socialize with friends/family	<b>60.7% (122)</b>	28.4% (57)	8.0% (16)	3.0% (6)	201
Meet new people	<b>33.8% (68)</b>	<b>33.8% (68)</b>	20.9% (42)	11.4% (23)	201
Entertainment Cultural Music/Dance	<b>36.8% (74)</b>	35.8% (72)	17.4% (35)	10.0% (20)	201
Celebrate a holiday or religious feast	25.9% (52)	<b>35.3% (71)</b>	22.9% (46)	15.9% (32)	201
Watch/Participate in sports	19.4% (39)	28.4% (57)	<b>29.9% (60)</b>	22.4% (45)	201
Support my community	<b>49.8% (100)</b>	35.3% (71)	10.9% (22)	4.0% (8)	201
	<i>answered question</i>				<b>200</b>
	<i>skipped question</i>				<b>53</b>

**9. Are there any other reasons for attending?**

	Response Count
	48
	<i>answered question</i>
	<b>48</b>
	<i>skipped question</i>
	<b>205</b>

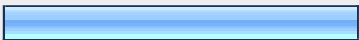

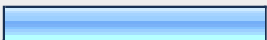
10. Do you attend Goan events that are NOT organized by the G.O.A.? Check those that apply:			Response Percent	Response Count
No			19.1%	36
<b>Yes. I attend Village feasts</b>			<b>59.0%</b>	111
Yes. I attend Seniors events			20.7%	39
Yes. I attend Dances			48.4%	91
Yes. I attend Sporting events			27.1%	51
Yes. I attend Cultural events			40.4%	76
Yes. I attend Career Development events			11.7%	22
Yes. I attend Children's events			12.2%	23
Other (please specify)			13.8%	26
			<b>answered question</b>	<b>188</b>
			<b>skipped question</b>	<b>65</b>

11. Do you think the G.O.A. should collaborate with other Goan cultural associations/groups to provide events to the Goan community?			Response Percent	Response Count
No			27.6%	51
<b>Yes (specify in which areas)</b>			<b>72.4%</b>	134
			<b>answered question</b>	<b>185</b>
			<b>skipped question</b>	<b>68</b>

12. Does the G.O.A. offer enough opportunities for you to meet and socialize with people in your group?			Response Percent	Response Count
Yes			47.0%	85
No			53.0%	96
			<b>answered question</b>	<b>181</b>
			<b>skipped question</b>	<b>72</b>


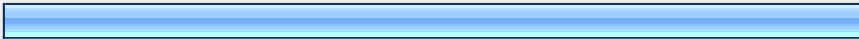
13. What events or activities would you like to see offered by the G.O.A. Check all that apply and include any examples you may have in the box below.			Response Percent	Response Count
Activity (For example; skating, games)			52.8%	93
Recreational sports			50.6%	89
Organized trips (e.g., wine tours, children's concerts)			67.6%	119
Networking			50.6%	89
Other (please provide examples in the box below)			47.2%	83
			<b>answered question</b>	<b>176</b>
			<b>skipped question</b>	<b>77</b>

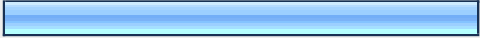


14. In most cases when you are at a sporting event, are you a spectator or a participant?			Response Percent	Response Count
Spectator			63.9%	117
Participant			21.3%	39
Not Interested in Sports			14.8%	27
			<b>answered question</b>	<b>183</b>
			<b>skipped question</b>	<b>70</b>

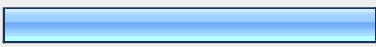
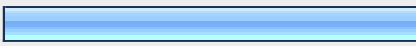
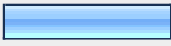
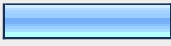
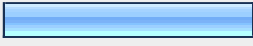
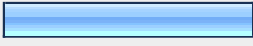
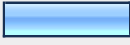
15. Are you satisfied with the current line-up of sporting events?				
			Response Percent	Response Count
Not Applicable			39.0%	71
Yes			32.4%	59
No - Please provide any ideas or sports events you would like to see offered.			28.6%	52
			<b>answered question</b>	<b>182</b>
			<b>skipped question</b>	<b>71</b>

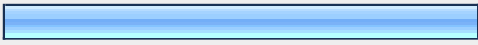
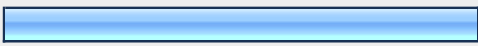
16. G.O.A Scholarships				
	Yes	No	Rating Average	Response Count
Are you currently a student?	10.2% (17)	<b>89.8% (149)</b>	1.90	166
Did you know the G.O.A. offers scholarships?	<b>72.0% (118)</b>	28.0% (46)	1.28	164
Are you interest in applying for a scholarship?	17.4% (28)	<b>82.6% (133)</b>	1.83	161
Is the current \$250-\$500 amount sufficient?	31.5% (51)	<b>68.5% (111)</b>	1.69	162
Should these funds be re-directed to other education initiatives?	37.1% (59)	<b>62.9% (100)</b>	1.63	159
			<b>answered question</b>	<b>167</b>
			<b>skipped question</b>	<b>86</b>

17. Please provide any additional feedback and ideas on potential education initiatives.	
	Response Count
	47
	<b>answered question</b>
	<b>47</b>
	<b>skipped question</b>
	<b>206</b>

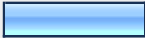
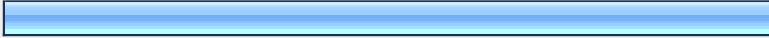
18. Are you a new immigrant to Canada?			Response Percent	Response Count
Yes			5.4%	10
No			94.6%	175
			<b>answered question</b>	<b>185</b>
			<b>skipped question</b>	<b>68</b>

19. How did you learn about the G.O.A.?			Response Percent	Response Count
Referral from a G.O.A. member			52.2%	12
Web site			26.1%	6
Other (please specify)			21.7%	5
			<b>answered question</b>	<b>23</b>
			<b>skipped question</b>	<b>230</b>


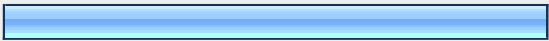
20. What are some of the biggest challenges you faced as a person new to Canada? Please select all that may apply.			Response Percent	Response Count
Meeting new people in the Goan community			40.9%	9
<b>Finding a job</b>			45.5%	10
Finding a place to live			18.2%	4
Transportation			18.2%	4
Becoming familiar with the North American culture			27.3%	6
No challenges			27.3%	6
Other (please specify)			13.6%	3
	<b>answered question</b>			<b>22</b>
	<b>skipped question</b>			<b>231</b>



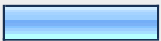
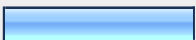
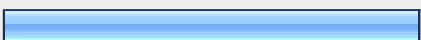
21. As a person new to Canada, what services do you expect to receive from a cultural association? Please select all the may apply.			Response Percent	Response Count
No expectations			30.4%	7
<b>Career Development (e.g., networking, job search skills)</b>			52.2%	12
<b>List of referrals for Goan professionals (e.g., lawyer, accountant)</b>			52.2%	12
Other (please specify)			21.7%	5
	<b>answered question</b>			<b>23</b>
	<b>skipped question</b>			<b>230</b>

22. Are there any other ideas you have to better address the needs of new immigrants in our community.		
		Response Count
		3
<i>answered question</i>		3
<i>skipped question</i>		250

23. Are you 65+ years of age or do you consider yourself part of the seniors group?			
		Response Percent	Response Count
Yes		15.4%	28
No		84.6%	154
<i>answered question</i>			182
<i>skipped question</i>			71

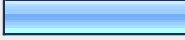
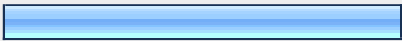
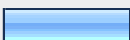
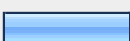
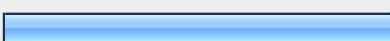
24. As a Senior, what services do you expect to receive from a cultural association? Please select all the may apply.			
		Response Percent	Response Count
No expectations		14.7%	5
Dances		50.0%	17
Activities (e.g., Bingo, Cards)		61.8%	21
Trips (e.g., Martyr's Shrine, Casino Rama, Theatre)		70.6%	24
Other (please provide suggestions)		44.1%	15
<i>answered question</i>			34
<i>skipped question</i>			219

25. Do you belong to a Goan seniors group?			Response Percent	Response Count
No			40.0%	16
Yes (please specify reason for joining)			60.0%	24
			<i>answered question</i>	<b>40</b>
			<i>skipped question</i>	<b>213</b>


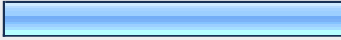
26. If you do not attend G.O.A. events, please indicate your reasons for not attending?			Response Percent	Response Count
I do not have transportation			4.2%	1
<b>My friends do not attend</b>			45.8%	11
The ticket price is too high			16.7%	4
I do not like the type of event			20.8%	5
<b>Other (please specify)</b>			45.8%	11
			<i>answered question</i>	<b>24</b>
			<i>skipped question</i>	<b>229</b>

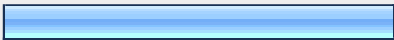


27. Are there any other ideas you have on how we can better meet the needs of seniors in our community.		Response Count
		11
		<i>answered question</i>
		<b>11</b>
		<i>skipped question</i>
		<b>242</b>

**28. Would you like to become more involved with the G.O.A.? If you would like to get involved, please send us an email at [vision@goatoronto.com](mailto:vision@goatoronto.com)**


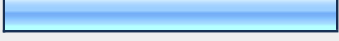
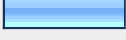
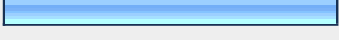
		Response Percent	Response Count
Yes, I would like to become Member of the Executive committee		19.8%	19
<b>Yes, I would like to Volunteer for an event</b>		<b>43.8%</b>	42
Yes, I would like to Participate in a sports team		13.5%	13
Yes, I would like to Participate in a cultural dance		13.5%	13
Specify other ways to get involved (e.g. assist with organizing an event).		42.7%	41
		<b><i>answered question</i></b>	<b>96</b>
		<b><i>skipped question</i></b>	<b>157</b>

**29. Do you feel that the G.O.A. offers enough opportunities for you to get involved?**

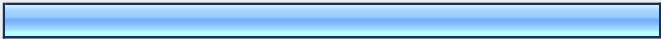

		Response Percent	Response Count
Yes		62.9%	100
No		37.1%	59
		<b><i>answered question</i></b>	<b>159</b>
		<b><i>skipped question</i></b>	<b>94</b>


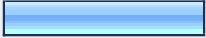
30. Does the PULSE newsletter keep you adequately informed?			Response Percent	Response Count
Yes			43.0%	74
No			14.5%	25
I Do Not Subscribe to the PULSE			42.4%	73
			<b>answered question</b>	<b>172</b>
			<b>skipped question</b>	<b>81</b>

31. What is your preferred method of receiving information from the G.O.A.?					
	Email	Web-site	Regular Mail	Rating Average	Response Count
First Choice	56.8% (96)	25.4% (43)	17.8% (30)	1.61	169
Second Choice	28.9% (44)	55.9% (85)	15.1% (23)	1.86	152
Third Choice	13.2% (19)	23.6% (34)	63.2% (91)	2.50	144
<b>answered question</b>					<b>169</b>
<b>skipped question</b>					<b>84</b>

32. How satisfied are you with the level of customer service provided by the members of the G.O.A. Executive committee? e.g. response to e-mails, phone calls, etc.			Response Percent	Response Count
Very Satisfied			13.7%	24
Satisfied			36.6%	64
Not Satisfied			13.1%	23
Not Applicable			36.6%	64
			<b>answered question</b>	<b>175</b>
			<b>skipped question</b>	<b>78</b>

33. Please provide any feedback and ideas on how we can improve communications.		
		Response Count
		31
		<i>answered question</i>
		<b>31</b>
		<i>skipped question</i>
		<b>222</b>

34. Have you ever been a member (currently or in the past) of the G.O.A.?			
		Response Percent	Response Count
Yes		72.6%	127
No		27.4%	48
		<i>answered question</i>	<b>175</b>
		<i>skipped question</i>	<b>78</b>

35. Do you see value in being a G.O.A. member?			
		Response Percent	Response Count
Yes		78.2%	97
No. Please explain.		21.8%	27
		<i>answered question</i>	<b>124</b>
		<i>skipped question</i>	<b>129</b>

36. What were your reasons for becoming a member of the GOA?		
		Response Count
		107
		<i>answered question</i>
		<b>107</b>
		<i>skipped question</i>
		<b>146</b>

37. Which of the following services do you expect from a cultural association?						
	Very Important	Important	Somewhat Important	Not Important	Rating Average	Response Count
Build awareness of the Goan culture	<b>65.5% (108)</b>	26.1% (43)	4.2% (7)	4.2% (7)	1.47	165
Advance the standing of the Goan Community	<b>58.8% (97)</b>	30.9% (51)	6.1% (10)	4.2% (7)	1.56	165
Social interaction	<b>52.7% (87)</b>	33.9% (56)	8.5% (14)	4.8% (8)	1.65	165
Education & training	29.7% (49)	<b>33.3% (55)</b>	23.6% (39)	13.3% (22)	2.21	165
Career networking	29.1% (48)	<b>40.0% (66)</b>	21.2% (35)	9.7% (16)	2.12	165
Promote Goan operated businesses	<b>39.4% (65)</b>	33.9% (56)	17.6% (29)	9.1% (15)	1.96	165
Participate in sporting activities	22.4% (37)	<b>33.9% (56)</b>	31.5% (52)	12.1% (20)	2.33	165
To assist members of the Goan community in need	<b>58.8% (97)</b>	30.9% (51)	6.7% (11)	3.6% (6)	1.55	165
Help Goans new to Canada integrate in our society	<b>58.8% (97)</b>	31.5% (52)	7.3% (12)	2.4% (4)	1.53	165
	<b>answered question</b>					<b>165</b>
	<b>skipped question</b>					<b>88</b>

38. Which of the following objectives of the G.O.A. Consitution are being met?					
	Yes	No	Don't Know	Rating Average	Response Count
• Advance the standing of the Goan Community in Ontario	31.1% (51)	25.6% (42)	<b>43.3% (71)</b>	2.12	164
• Promote social, culture, physical, educational and economic activities for the welfare of its members	<b>49.4% (81)</b>	17.7% (29)	32.9% (54)	1.84	164
• Co-operate with other organizations with similar objectives and foster friendly relations with all residents of Ontario	22.6% (37)	31.1% (51)	<b>46.3% (76)</b>	2.24	164
	<b>answered question</b>				<b>164</b>
	<b>skipped question</b>				<b>89</b>

**39. Is there anything the G.O.A. can do to make it more effective as a cultural association?**

		<b>Response Count</b>
		56
	<i>answered question</i>	<b>56</b>
	<i>skipped question</i>	<b>197</b>

## **APPENDIX C**

### **S.W.O.T. Assessment - G.O.A. Vision Workshop (Information gathered from 56 members of the community on July 8, 2007)**

12% Under 30 Years of Age  
38% Between 30-50 Years of Age  
50% over 50 Years of Age

# **S.W.O.T. Assessment Results – G.O.A. Vision Workshop**

## ***Strengths***

**Strengths are the advantages of the Association, what we do really well. If we are aware of the strengths of the G.O.A., we can work together to build more desirable services for our community.**

1. Talented and passionate volunteers on committee provides longevity
2. Solid structure/framework of the Association
3. Cultivates sense of pride
4. Goan community of people are talented, adaptable, motivated, hospitable, educated and competent
5. The G.O.A. has the opportunity to:
  - a. Showcase Goan culture
  - b. Provides a sense of belonging and cultural identity
  - c. Facilitate the forming of friendships
  - d. Build alliances
6. Provides a support structure for people in need. Goan Charitable Organization is a good concept.

## ***Weaknesses***

**Weaknesses are the absence of strengths. We need to be more aware of what should be improved, what we should be doing but we can't because of a weakness within the Association. Knowing these will be the first step in overcoming them in order to pursue new ideas.**

1. Exclusive (East African, Catholic, Non Indian)
2. Not collaborative (Village Associations)
3. Not adaptable to the changing demographic (Constitution outdated, Creation of other groups that better served the needs of certain segments of the community such as seniors groups, Bombay Group, East Goan Association)
4. No apparent value for membership
5. Poor communication of available services
6. Shallow provision of services (mainly dances)
7. Lack of promotion of Goan culture (language, dancing, does not cultivate political connections – does not take advantage of government funding)
8. No forum to share knowledge and expertise within the community (career, health, financial)

9. No familiar gathering space
10. Weak platform for consistent revenue stream (dependence on sponsorship for one event)
11. Lack in variety and numbers of volunteers (same core group)

## ***Opportunities***

**Opportunities could be ideas for new initiatives and programs, a change in how we are structured, a new way for delivering services to the Goan community. By filling big needs within our community, we attract more members to the Association.**

1. Facilitate sharing of knowledge, culture, values, history between all members of the community.
  - a. What does it mean to be Goan? Help community to discover our identity in a fun way that welcomes all demographics to share. (food, language, religion, values, image) Participate in religious events in the city, i.e., youth retreats.
  - b. Bring community together to learn from each other (conference)
  - c. Create and offer activities to learn about culture, religion, etc. (cooking classes, language)
  - d. Important to gather demographics on the community (age, location, skill set)
2. Promote the Goan culture in the broader community
  - a. Once we establish what it means to be Goan, then promote this brand to the broader community
  - b. Need a strong voice in the political landscape (local, provincial and federal)
  - c. Partner with community events (Carasauga, Masala Mendhi Masti)
  - d. Identify opportunities to promote to media (OMNI TV {South Asian News}/Rogers)
  - e. Move big events into other festivals (Viva Goa to the CNE grounds for South Asia Week, GCO forms Goan group for Heart and Stroke walk-a-thon, Picnic as part of a larger festival on the Toronto Island)
3. Create more frequent, smaller, less formal and richer variety of opportunities to meet for each demographic segment. This builds community.
  - a. Seniors
    - i. Seniors day
    - ii. Call centre for emergency help for transportation/health issues/financial planning/new immigrant counselling etc.
    - iii. A designated GOA site in the East and West for daytime meetings and small social gathering.
    - iv. Planned group travel to interesting tourists resorts, e.g. Goa, Carribean cruises etc.
  - b. Children (craft workshop, gym activities, cooking demos, picnic games)

- c. Young People
  - i. Leverage social events in town to organize a group of youth to attend { Summerlicious, World Youth Day, Movie Night }
  - ii. Provide education seminars {career, culture, health, social issues, team sports, dance, skills building }
  - iii. Organize charitable initiatives {habitat for humanity, organize Christmas baskets, sponsor a child }
  - iv. Organize religious outings {create an opportunity where youth can do something productive to help the Goan community. Service projects include donating a couple of hours of time at an event/agency.
  - v. Need more youth involvement on committees, bridging the generational gap between the "traditional goans" and the "second/third generation"
  - vi. Encourage them to be more politically active
  - vii. Youth convention
  - viii. Outdoor fun {camping, white water rafting, beach, picnics; explore the world {facilitate job exchanges, trip to GOA}}
- d. Young Professionals
  - i. Networking, leadership workshops, public speaking, career development, mentoring, workshops for business writing skills, presentation skills
- e. New Immigrants
  - i. Mentoring
- f. Families
  - i. Marriage workshops
- g. Business People
- h. Singles
  - i. Speed dating, divorce/widowed age groups, online communications, mix and mingle, meet at a restaurant/club, gather at a sports event together, movie night, go to church together, weekend getaways {casino night to Niagara, March break getaways }
  - i. Promote our Culture
  - j. Promote a Healthy Lifestyle for Everyone (walks, marathons, sports clinics, bike rally,
- 4. Create a meeting place
  - a. We do not need to own it.
  - b. Leverage connections within our community, i.e., Goan priests, for cost effective options (church spaces)
  - c. Must service East and West locations
- 5. Support the community
  - a. New Goans need access to a support network (links to local, provincial services for immigrants) Provide a welcome wagon.

- b. Create easy ways for Goans to meet new people and get to know each other {Goan facebook}. Directory of Members {contact info, professional qualifications}.
  - c. Seniors (retirement home/community)
  - d. Small business directory for Goan entrepreneurs
  - e. Support talent in the community (artists)
  - f. Demonstrate social responsibility (for those in financial need, those who are suffering with disease/violence; to the environment)
6. Involve community in the process to rebuild
7. Improve revenue streams
- a. Increase membership rate with an increase in value for members
  - b. Investigate grant funding
8. Bring the larger Goan community together – improve outreach
- a. Create alliances: other Goan associations (Bombay Connection, Middle East, HGA, Village socials), South Asian groups. Partner on initiatives (Goan convention, cross promotion, coordinate scheduling of events)
  - b. Recognize achievements of all Goans
  - c. Embrace the changing landscape. Be welcoming of other cultures, religions into our families and community.
  - d. Recognize that all Goans are not East African and Catholic. Be open to both the Portuguese and Indian Culture that is present in the community.
9. Operational Ideas
- a. Re-assess the G.O.A. Executive’s operational structure
    - i. New positions
  - b. Drive people to the web site with more news stories that matter to the community (health, welfare, current events) Important to update the web daily.
  - c. Improve visibility of the G.O.A.
    - i. Expand our web reach
  - d. Membership:
    - i. Promote benefits of membership
    - ii. Make it easy to renew
    - iii. Create a larger divide in member and non member pricing so value in membership is more easily distinguished
  - e. Build relationship with multipurpose facilities, one banquet hall in each geographic location.

## ***Threats***

**Threats are changes in the landscape that might impact the survival of the Association. This is also competition in the broad sense. We need to understand all major forms of competition for our community's personal time and attention.**

1. Competing Goan groups in the community. Lose community participation to other associations, groups, events that better cater to specific needs of the community
2. Competing Goan events in the community. Continue to lose full potential of attracting all Goans to events, unless GOA and other Village socials can coordinate scheduling.
3. Changing religious landscape. Through its activities, the Association is fostering a mistaken perception that Goans are Catholic only.
4. Changing social and cultural landscape changes traditions within the community. We are living in a multi-cultural society (Canadian culture, intermarriage)
5. People migrating to other regions of Canada for work. (mainly young demographic)
6. Competing community events, activities (sports leagues for young children)  
IMPACT: Young children are disengaged early.
7. A large majority of the community have lived most of their lives in Canada, therefore current events in Goa unknown and needs of homeland no longer understood. IMPACT: GOA could be perceived as lacking in social responsibility.