



## STRATEGIC PLAN



**2011- 2013**

**We believe in the value of community strength**

**We promote and support community growth.**

**We believe that a healthy environment and community creates wellbeing.**

***Welshpool & District  
Advisory Group***

## WELSHPOOL & DISTRICT ADVISORY GROUP

### OUR ROLE

Welshpool & District Advisory Group is a Not for Profit Community Organisation. Members have a mutual interest in seeing our community prosper and improve, to embrace and pursue opportunities that are available to us now and into the future.

Our first Community enterprise was the Welshpool Rural Transaction Centre, established in 1999, presenting the community with services that were not available in the town, these were:- Centrelink, Banking, Government organizations representation, Tourist Information, Medicare, Education classes, internet access and V/Line agency.

On behalf of the community we respond to a range of needs including;

- Services to the Community
- Monthly Newsletter
- Event Organisation (Art Show, Prom Coast Summer Festival)
- Creating more Community Enterprises
- Education Classes (Computer, internet, mobile phone, first aid, food handling)
- Major works, feasibility studies, business plans (Walking Track, Under Water Observatory).
- Social Accounts
- Strategic Plans
- Employment pathways projects.
- Grant Applications

### PARTNERSHIPS FORMED

Welshpool & District Advisory Group has formed partnerships with;

- The Brotherhood of St. Lawrence
- The South Gippsland Shire
- Social Traders
- R.E. Ross Trust

These partnerships continue to support us in our endeavors to act on specific projects as specified in the Welshpool Community Plan.

## Our Strategic Plan

Our Strategic Plan is built around 6 objectives, centered on the themes of beautification to the Welshpool's main shopping Centre, Avenue of Honour Long Jetty development, the re-development of the Welshpool Rural Transaction Centre, Continued development of community infrastructure and Ongoing development of Social Enterprises.



Our strategic plan lays out the Welshpool & District Advisory Groups (WDAG) priorities for the next three years, it will guide us through the processes and actions we need to pursue to achieve our objectives. The strategic plan will also provide a basis from which Welshpool & District Advisory Group can focus on the highest priority and ensure we represent our members and the community to the best of our ability.

# Welshpool & District Advisory Group Strategic Plan 2011- 2013

Welshpool & District Advisory Group will continue building and encouraging growth in the district to ensure we survive and prosper in an ever changing economic climate.

Develop maintenance plan for walking track	Street Scaping Development Plan	Completion of Long Jetty Project.	Development of Underwater Observatory/Display area	Develop Welshpool Rural Transaction Centre as a Training hub.	Continue to Develop Community Enterprises
Create a project plan document	Create Project Plan then present to Shire	To ensure a committee member is part of the restoration process. Attending all meetings for the Long Jetty	Continue to liaise with Marine & Civil re their plans for UWO	Apply for funding for development and building	Continue to seek partnerships with relevant organizations.
Present maintenance plan to shire	Liaise with Shire, ensuring communities priorities are met	Update Marine & Civil on Jetty progress regularly.	Develop a plan for UWO Display	Create partnerships with employment & education organisations	Remain aware of opportunities that allow for growth of our social enterprises & employment pathways
Environmental Strategies for maintenance plan	Encourage design ideas from the Community & Businesses		Involve Community in the design for UWO display	Encourage employment opportunities, traineeships and work pathways	
Apply for funding for upgrades	Upgrade of Avenue of Honour				

# Strategic Plan 2011 – 2013

## OUR OBJECTIVES STRATEGIES AND ACTIONS

To achieve our mission we must deliver significant outcomes over the following objectives

### DEVELOP MAINTENANCE PLAN FOR WALKING TRACK

#### STRATEGIES

- To produce a maintenance plan for the Welshpool to Pt. Welshpool walking track
- Present maintenance plan to shire.
- Environmental Strategies for maintenance plan
- Apply for funding for upgrades

#### ACTIONS

- Refer to feasibility study, use details from study to create project plan.
- Make presentation to relevant shire officer.
- Investigate steam weeding and or other environmentally aware weeding processes.
- Source appropriate funding bodies

## **STREETSCAPING DEVELOPMENT PLAN**

### **STRATEGIES**

- Create Streetscaping Development Plan
- Present Streetscaping Plan to Council
- Present Plan to Community
- Encourage businesses to join WDAG

### **ACTIONS**

- Community Surveys
- Obtain map from Shire
- Collate information onto map
- Release for Community feedback
- Contact relevant Shire Officer
- Present Plan
- Personal invitations to all business holders to join WDAG
- Consultation regarding streetscaping with business holders

## **COMPLETION OF LONG JETTY PROJECT**

### **STRATEGIES**

- Ensure representative from WDAG attends every steering group meeting
- Updates on Long Jetty in Community newsletter.
- Keep Marine & Civil informed on the Long Jetty's progress.

### **ACTIONS**

Ask State Government to include a member of the community, as part of the Long Jetty restoration steering group.

Updates from Long Jetty's meetings to be presented in the Welshpool Monthly Newsletter

Email Marine and Civil with regular updates on Long Jetty progress

**DEVELOPMENT OF UNDERWATER OBSERVATORY/DISPLAY AREA**

**STRATEGIES**

Develop a display area of proposed Under Water Observatory at Pt. Welshpool

Continue to liaise with Marine & Civil re their plans for UWO

Develop a plan for UWO Display

Involve Community in the design for UWO display

**ACTIONS**

A member of the Welshpool & District Advisory Group to liaise with Marine & Civil re their commitment to the UWO proposal.

Liaise with the South Gippsland Shire, re the placement of the Under Water Observatory Plan.

Gain community input in the design of the plan.

## PROMOTING ACTIVE LIFESTYLES!

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### DEVELOP WELSHPOOL RURAL TRANSACTION CENTRE AS A TRAINING HUB.

#### STRATEGIES

Obtain funding from appropriate funding bodies.

Develop partnership with South Gippsland shire for support in obtaining funding for a renovation of our existing premises. This is needed to redesign our premises to maximize the office areas.

Create partnerships with employment & education organisations.

Education & Traineeships for 6 months over the 3 years

#### ACTIONS

Apply for appropriate grants for both the renovation of the Rural Transaction Centre and Education and Training funding.

Liaise with education and employment organisations for help and support in both the employment traineeships and education pathways.

Develop pathways for the unemployed.

TO STRENGTHEN AND ENCOURAGE SOCIAL, ENVIRONMENTAL AND COMMUNITY WELLBEING.

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## CONTINUE TO DEVELOP COMMUNITY ENTERPRISES

### STRATEGIES

To develop our existing community enterprises, creating businesses that give the district unemployed working pathways into fulltime employment and create income for the benefit of our community.

Consult community on their ideas for a new community enterprise

### ACTIONS

The Transaction Centre to investigate new services to help with the centers ongoing finances.

The Opportunity Shop: Create online selling, by listing opportunity shop stock on EBay.

Develop partnership with shire transfer station to collect and sell recyclable items.

Give opportunity shop a face lift.

#### Nursery

Continue to build the Nursery into a prosperous business by looking into new trends and continue to ensure we have a wide range of potted plants and ornaments, and discover new ideas for growth in the industry.

#### OUR REPORTING FRAMEWORK

Welshpool & District Advisory Group measure the success of achieving our objectives identified in the Strategic Plan 2011-2013 by reporting in our Annual Report at our Annual General Meeting. Each year Welshpool & District Advisory Group is required to prepare an Annual Report which will contain our Financial information and successful outcomes achieved over the reporting year.

#### MORE INFORMATION

For more information on the Welshpool & District Advisory Group go to [welshpool.vic.au](http://welshpool.vic.au) or Email: [rtcwelshpool@bigpond.com](mailto:rtcwelshpool@bigpond.com) or Phone 03 5681051

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