



McLAREN VALE BUSINESS ASSOCIATION INC
WORKING FOR OUR COMMUNITY

STRATEGIC PLAN

2013 – 2016

(Adopted March 2013)

McLAREN VALE BUSINESS ASSOCIATION INC.

STRATEGIC PLAN 2013 – 2016 (DRAFT)

MISSION STATEMENT: To encourage, support and promote business, tourism and community services in the McLaren Vale area.

Goals & Objectives of the Association

1. To lead and support our membership and the business and tourism community in the McLaren Vale area.
2. To maintain awareness of all levels of Government and Industry body activity that impacts on the local community.
3. To support the physical development and preserve the rural character of the McLaren Vale area.
4. To support, develop and promote festivals and events in the McLaren Vale area.
5. To support, promote and preserve the historical, social and cultural features in the area.

The Strategies of this plan

1. Raise the Profile of the Association
2. Provide leadership in the areas of membership, governance and environment
3. Support Business and the Community
4. Attract events/festivals/attractions that benefit the region
5. Monitor and advocate for responsible development of the township quality of McLaren Vale

OBJECTIVE 1	To lead and support our membership and the business and tourism community in the McLaren Vale area.		
Strategy	Action	Who	Time line/measure
Provide leadership in the area of Membership	<ul style="list-style-type: none"> •Develop strong relationships with local businesses, other business & tourism associations, City of Onkaparinga and McLaren Vale Grape Wine & Tourism Association •Encourage Members to participate, attend its meetings and have input •Provide networking opportunities, through 'Mix & Mingle' type events. Pursue joint shared networking possibilities with neighbouring associations •Review and update a Members pack including a brochure that identifies the range of members benefits •Contact non-Members to encourage their membership and participation •Assign responsibility for business liaison to each Executive Committee member •Continually liaise with MGVWTA to establish a common understanding of each other's role and responsibilities in the attraction of tourism •Monitor and assess the political, infrastructure, legislative and social issues and advocate and represent the views of Association members •Provide business training and promotional opportunities in association with external bodies •Provide relevant information via email and the website including minutes, agenda, newsletters and other notices •Survey members on a regular basis on needs and wants (Survey Monkey etc) 	<p>Executive</p> <p>Executive</p> <p>Executive</p> <p>Executive</p> <p>Membership officer</p> <p>Executive</p> <p>Chair</p> <p>Executive</p> <p>Executive</p> <p>Secretary</p> <p>Secretary</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>2014</p> <p>On-going</p> <p>After each AGM</p> <p>ongoing</p> <p>ongoing</p> <p>as available</p> <p>ongoing</p> <p>as required</p>
Raise the Profile of the	<ul style="list-style-type: none"> •Take every opportunity to promote what the MVBA has achieved, is doing and 	Executive /secretary	ongoing

Association	<p>its success stories via all available media</p> <ul style="list-style-type: none"> •Produce and distribute a regular newsletter. •Increase use of email to communicate effectively. •Continually refresh the existing web page and ensure it is user friendly. •Investigate the use of social media (i.e. Facebook and Twitter) to support business to business and promote news and events. •Establish and maintain good relationships with local media •Establish MVBA’s position on issues that impact on McLaren Vale •Monitor media items relevant to McLaren Vale and respond where appropriate •Conduct annual Business Awards and Business Showcase recognition programs •Identify and pursue sponsorship opportunities and in-kind services with relevant operators and promote those sponsors 	<p>Executive Secretary Secretary Executive Executive Executive Executive Sub-committees Executive/sub-committees</p>	<p>quarterly ongoing ongoing end 2013 ongoing ongoing ongoing annually Ongoing</p>
Provide leadership in the areas of governance	<ul style="list-style-type: none"> *Encourage members to serve on sub committees *Sub-Committees to provide timely reports to Executive Committee *Recruit volunteers to assist the work of sub-committees and Executive Committee *Conduct the business of the Association competently within the guidelines of the Associations and Incorporations Act and the Rules set out in the Constitution *Access governance training for the Executive when relevant. *Develop job descriptions for executive roles. *Investigate grants and sponsorships to determine eligibility and apply where appropriate 	<p>Executive Executive Executive Executive Executive Executive Executive</p>	<p>Ongoing at committee meetings Ongoing Ongoing Ongoing Prior to 2013 AGM Ongoing</p>

	<ul style="list-style-type: none"> *Investigate ways to increase income streams to ensure sustainability *Develop and implement this Strategic Plan, monitor action time frames and ensure actions are completed in set time frame. *Develop strategies/actions to deal with issues arising and regularly review the Strategic Plan *Ensure that local media has easy access to authorized contacts or spokesperson *Introduce and review a Code of Conduct for association members 	Executive Executive Executive Executive Executive	Ongoing Ongoing At monthly meeting Ongoing March 2013
OBJECTIVE 2	To maintain awareness of all levels of Government and Industry body activity that impacts on the local community		
Strategy	Action	Who	Time line / measure
Provide Leadership in the area of the business environment	<ul style="list-style-type: none"> •Build working relationships with State and Local Government and Industry leaders to ensure the MVBA aims and aspirations are recognised and understood •Interact with other local Business Associations and key stake holders in the region, including Universities, Police, MVGWTA, government agencies, and the Media •Participate and represent the MVBA as a member of the Economic Development Forum established in 2012 by the City of Onkaparinga. 	Executive Chair Chair / Vice chair	Ongoing Ongoing Ongoing
Support Business and the Community	<ul style="list-style-type: none"> •Advocate on behalf of the business and local community in relation to issues within the area of responsibility of the MVBA including infrastructure, development and environmental concerns •Develop pro-forma for grant and sponsorship applications to assist in the attraction of business and government sponsorship funding. •Manage a program of events and activities including the Regional awards, McLaren Vale Vintage and Classic, Tour Down Under, Business Showcase 	Executive Executive Executive/sub-committees	Ongoing Ongoing Ongoing

	<p>designed to provide an increased economic benefit to the community</p> <ul style="list-style-type: none"> • Investigate the development of a Business Directory to promote member businesses. • Provide regular communications including newsletters, social occasions, social media and other relevant organisations • Continue to support business by providing cooperative marketing opportunities (e.g. On the Coast promotion) and regularly review the cost effectiveness of this marketing and the option to establish similar promotions in other media • Investigate and promote technology benefits for members and local businesses to allow them to utilise new developments. • Liaise with NBN Co to help, and work with, local businesses to leverage NBN and internet opportunities. • Obtain suitable premises to establish a “shop front” for the Business Association together with funding and/or in-kind support to ensure on-going tenure • Work and liaise with local partners and businesses to access greater opportunities for revenue generation and promotion of the McLaren Vale brand and marketing opportunities 	<p>Executive</p> <p>Executive/secretary</p> <p>Executive</p> <p>Executive</p> <p>Executive</p> <p>Executive</p> <p>Executive</p>	<p>Dec 2013</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Dec 2013</p> <p>Ongoing</p>
OBJECTIVE 3	To support the physical development and preserve the rural, historical, social, cultural and physical character of the McLaren Vale area.		
Strategy	Action	Who	Time line/measure
Provide Leadership in the area of the physical environment	<ul style="list-style-type: none"> • Take a leadership role in the physical development of McLaren Vale, maintain an awareness of specific projects, proposals and the progress of local infrastructure improvements. • Develop an understanding of the community’s views and expectations 	<p>Executive</p> <p>Executive</p>	<p>Ongoing</p> <p>Ongoing</p>

	<p>regarding the future development of McLaren Vale and its surrounds</p> <ul style="list-style-type: none"> •Identify gaps in infrastructure and lobby for change and improvements. •Monitor influences on environment to define the future of McLaren Vale, local areas and character statements •Lobby City of Onkaparinga Council to maintain appropriate future character of McLaren Vale •Lobby City of Onkaparinga and keep pressure on council to maintain and access PLEC funding for under-grounding power. •Work with council to develop a workable signage strategy for business •Work with MVGWTA on welcome signage for McLaren Vale at all entry points 	<p>Executive</p> <p>Executive</p> <p>Executive</p> <p>Executive</p> <p>Executive</p> <p>Executive</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Through EDF</p> <p>End 2013</p>
OBJECTIVE 4	To support, develop and promote festivals and events in the McLaren Vale area.		
Strategy	Action	Who	Time line/measure
Attract events/festivals/attractions that benefit the region	<ul style="list-style-type: none"> •Continue to manage, facilitate, auspice and encourage existing and new events and activities •Investigate the potential for new events and liaise with local bodies to determine joint partnership opportunities. •Create umbrella sub-committees to manage and oversee events and activities •Seek support from other organisations for funding and operational support •Apply for Federal, State and Local Government grants and sponsorships to deliver MVBA events and services 	<p>Executive/sub-committees</p> <p>Chairman/executive</p> <p>Executive</p> <p>Sub-committees</p> <p>Executive/sub-committees</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Underway</p> <p>Ongoing</p> <p>Ongoing</p>
Encourage and support local tourism	<ul style="list-style-type: none"> •Collaborate with local, regional and state tourism organisations and agencies to develop cooperative tourism marketing activities •Provide support for MVBA Sub-Committees involved in tourism marketing activities 	<p>Executive</p> <p>Executive</p>	<p>Ongoing</p> <p>Ongoing</p>

Promote tourism as a business opportunity	<ul style="list-style-type: none"> *Investigate the inclusion of "Tourism" in the name of the MVBA *Promote the value of tourism as a business activity to members and local businesses *Educate the local business owners to leverage the benefit from events and highlight revenue generation opportunities *Use visitor demographics for business promotion and marketing 	Executive Executive Executive Executive	2014 AGM Ongoing June 2013 Ongoing
OBJECTIVE 5	To support, promote and preserve the historical, social and cultural features in the area.		
Strategy	Action	Who	Time line/measure
Continue to promote the heritage aspect of McLaren Vale	<ul style="list-style-type: none"> •Investigate existing research on history and utilize the resources to develop the historical aspect of the area. •Act as a facilitator and work with MVGWTA to collate and deliver history content to websites •Find new content and history from the local area and use to promote the area. •Update the Heritage Trail brochure as required in line with new technology 	Executive Executive Sub-committee Sub-committee	Ongoing Ongoing Ongoing As required
Enhance the Physical Environment	<ul style="list-style-type: none"> •Develop positions on infrastructure proposals •Monitor proposals and comment and support / object as and when required 	Executive Council Representative	As required As required
Investigate and develop a cultural identity	<ul style="list-style-type: none"> •Investigate, develop, support and promote McLaren Vale's cultural identity. •Contribute to City of Onkaparinga's "The Arts and Cultural Strategy" 	Sub-committee Sub-committee	Ongoing 2013