

STRATEGIC PLAN 2018 - 2022



The MVBTA promotes local business and contributes to the future of McLaren Vale



Our vision is to be recognised as a regional association with relevance, and to be an important and influential leader of the business community of McLaren Vale



WE – provide clear benefits to members

- Represent our members
- Keep members informed and up-to-date

PRIORITY	TARGET	ACTIONS
Membership Champion – Sandy Mount	Increase the Association membership to 500	<ol style="list-style-type: none"> 1. Target home-based businesses 2. Collaborate with the BnB Association to share and grow membership 3. Create a membership card for use between members 4. Collaborate with MVGWTA to grow membership
Main Road Champion - Anni Rhodes	Complete the Main Road Art and Amenities Plan	<ol style="list-style-type: none"> 1. Attract grant funding for public art projects 2. Present the Art & Amenities plan to Council in a deposition 3. Explore creating an Association physical presence on Main Road 4. Investigate pop ups for Main Road, especially in vacant buildings 5. Attract small winery pop ups along Main Road 6. Investigate the feasibility of electric bikes
Tourism Champion – Martin Morgan	Increase tourist numbers to McLaren Vale and specifically, to Main Road	<ol style="list-style-type: none"> 1. Complete the process of becoming RV friendly with dump spot 2. Create an Association brochure for Adelaide city hotels (possibly with MVGWTA)

		<ol style="list-style-type: none"> 3. Hold 'famils' for city-based tourism operators/ concierges 4. Liaise with State Government on the establishment of 5-star accommodation options 5. Work towards attracting and welcoming Asian tourists with welcome signage and understanding more of the cultures 6. Investigate the technology of business information going direct to mobile phones as people pass 7. Continue with all events, increase numbers in the Christmas Parade and increase banners & signage each year
<p>Infrastructure Champion – Trevor Sharp</p>	<p>Achieve off street parking and other amenities in negotiation with the Onkaparinga Council</p>	<ol style="list-style-type: none"> 1. Lobby Council to add public toilets to the town in a) Ellis Park and b) upgrade & refurbishment at Gemmell Park 2. Lobby Council for a designated area for off Main Road parking 3. Investigate a community bus to ferry visitors from car parking area to Main Road 4. Liaise with Council to increase the infrastructure spend in McLaren Vale in line with the proposed Art and Amenities Plan 5. Lobby Council for the installation of event flags 6. Investigate the installation of external music speakers for ongoing 'mood music'
<p>Web Presence Champion – Jenni Mitton</p>	<p>Update the Association website and increase our social media presence</p>	<ol style="list-style-type: none"> 1. Create a budget for a professional update of the website 2. Engage a website developer to redesign the website making it clear and easy to navigate 3. Increase posts re events to Facebook and Linked In