



Jingellic & District Pastoral Agricultural &  
Horticultural Society Inc  
(JDPAH)



**2019-2022 Strategic Plan Snapshot**

Feedback is welcomed! Please submit by Thursday 28<sup>th</sup> February via:

- email - [jingellicshow2016@bigpond.com](mailto:jingellicshow2016@bigpond.com)
- post- PO Box Walwa Victoria 3709
- drop- off at Jingellic Store

The **JDPAH Society Inc** are the owners and managers of the Jingellic Showgrounds and the facilities.

The JDPAH committee conducts triennial brainstorming sessions in consultation with Jingellic Showgrounds user groups to plan for the next 3-year term and to ensure that the organisation remains relevant to our community expectations and needs and that our goals and those of our user groups, are stated and aligned.

Our user groups are:

**★ Jingellic Pony Club ★ Jingellic Cricket Club ★ Jingellic Rural Fire Service.**

The **SES** has an interest in the facility as it has established a community cache on site.

The 2019 meeting was conducted on 4 February 2019 and this is a draft snapshot of the conclusions of the meeting:

The JDPAH reviewed its statements of Vision and Purpose:

## **VISION**

*The vision is to enhance and sustain a well-designed recreation facility of which the community is proud.*

## **PURPOSE**

*The purpose is to have a community recreation facility that supports user groups, attracts visitors and promotes social activities and connectivity.*

The Strategic Plan for the next 3 years recognises three priorities:

**★Marketing/Promotion ★ Sustainability ★ Assets and Aesthetics**

# Strategic Plan 2019-2021

PRIORITY 1	PRIORITY 2	PRIORITY 3
<b>Marketing/promotion</b>	<b>Sustainability</b>	<b>Assets and Aesthetics</b>
	<ul style="list-style-type: none"> <li>★ Community engagement</li> <li>★ Governance</li> <li>★ Administration</li> </ul>	<ul style="list-style-type: none"> <li>★ Infrastructure</li> <li>★ Equipment</li> <li>★ Landscape</li> </ul>
<b>Objective:</b>	<b>Objective</b>	<b>Objective</b>
Develop a range of marketing options to maximise use of the venue	Engage the community in sustaining the venue	Continue to improve and enhance the venue
<b>Strategies</b>	<b>Strategies</b>	<b>Strategies</b>
<ul style="list-style-type: none"> <li>★ Develop a simple marketing plan which includes:                             <ul style="list-style-type: none"> <li>-Updating and managing the website</li> <li>-Managing social media</li> <li>-Digital/paper brochures</li> </ul> </li> <li>★ Focus on hiring out to third parties rather than hosting activities. Target groups: Sporting, car clubs, fishing, recreational, social and family groups</li> <li>★ Continue J@J as the major annual event and the monthly Friday Fun Nights</li> </ul>	<ul style="list-style-type: none"> <li>★ Engage the community in a change of name</li> <li>★ Seek out opportunities to support new members</li> <li>★ Prepare a compliance register</li> <li>★ Continue to support sub-committees and User Groups</li> <li>★ Continue to progress a succession plan</li> </ul>	<ul style="list-style-type: none"> <li>★ Complete existing infrastructure plan – secure sheds, emergency access off Jingellic South Road, drainage, storage shed, entrances, fencing, loading ramp</li> <li>★ Develop a landscape plan - external and internal</li> <li>★ Develop an asset management plan – replacement/maintenance /repair/rosters</li> <li>★ Continue to seek funding to support the implementation of the Strategic Plan</li> </ul>
<b>Outcome</b>	<b>Outcome</b>	<b>Outcome</b>
Usage sustains the venue	Sustainable management of the facilities	The venue is attractive, inviting and well maintained

To elaborate on the summary above; projects, events and aims to be completed and addressed in the period 2019-2021 include:

- ★ Continued development of the facilities and administration of the Jingellic Showgrounds to support activities and objectives. A focus for 2019 is landscaping.
- ★ Planned events are: Jamming@Jingellic (An annual music /photography /arts /food and beverage event in October) and the Friday Funday social evening every second Friday of each month.
- ★ User Group Activities as per their agendas. (Pony Club rallies and gymkhana; Cricket Club training and matches, RFS activities)
- ★ Considered activities to be presented: Upper Murray Progressive Beef Breeder Competition and Stockman's' Dinner, Art Workshop and exhibition and other third-party-organised events such as Car Club or historic machinery club rallies and exhibitions; working dog trials.
- ★ Complete the Stronger Communities Fund supported project to install a bore and irrigation system to enhance and support our landscaping plans and ensure we maintain a green environment in respect to the function of Emergency Welfare Centre and Neighbourhood Safer Place in the event of a bushfire emergency.
- ★ Continue to investigate funding opportunities to progress the proposal to repurpose the old Secretary's Office into Jingellic Heritage Centre to display and conserve memorabilia and artefacts. This project will encourage intergenerational connectedness and enhance the understanding of the past and engender a sense of pride. It will also provide a platform for social engagement for isolated members of the community and celebrate community achievement.
- ★ Promote the facilities to the public to be hired as a venue for private functions, corporate events and seminars.

**We, the committee of the JDBAH, encourage community members and stakeholders to review this document and provide feedback so that we can be assured that JDBAH Society Inc and the Jingellic Showgrounds will continue to be successful in its endeavours and is well supported by our community into the future.**