

SANDY POINT COMMUNITY CENTRE

Strategic Plan 2014

**Managed by
TP Taylor Reserve Committee of Management**



TP Taylor Reserve
7 Church Parade (cnr Ocean View Parade & Church Parade)
Sandy Point VIC 3959

Contents

1. PURPOSE	3
VISION.....	3
OBJECTIVES	3
2. SPCC OVERVIEW	3
SANDY POINT PROFILE.....	3
SANDY POINT COMMUNITY CENTRE	3
3. MANAGEMENT & OPERATION	4
4. CENTRE SERVICES	4
5. MARKETING PLAN	5
6. FINANCIAL PLAN	5
7. REFERENCES.....	5
8. APPENDICES	6
APPENDIX 1: ACTION PLAN	7

1. Purpose

Vision

The Sandy Point Community Centre and Reserve will be a place for community activity and interaction, managed by volunteers as a sustainable community asset.

Objectives

To bring the vision to life, and maximise the use of Sandy Point Community Centre (SPCC), the TP Taylor Reserve Committee of Management (Committee of Management) will:

- Manage SPCC in line with the Local Government Act Delegation
- Manage Activities and Services at the centre
- Manage the financial viability of SPCC
- Promote SPCC & Reserve as a valuable community asset

Annually reviewed action plans will ensure the objectives are achieved (see Appendix 1).

2. SPCC Overview

Sandy Point Profile

Sandy Point is an idyllic coastal village on the South Gippsland coast nestled between Waratah Bay and Wilsons Promontory.

The township has a resident population of approximately 200 people ranging from young families to retirees, the population swelling to 4,000-5,000 over the main holiday periods.

Sandy Point Community Centre

The SPCC is an attractive addition to the township's 'commercial' precinct, located in the centre of Sandy Point on TP Taylor Reserve. The reserve was named after Thomas P. Taylor, a part-time Sandy Point resident in the 1960s.

SPCC was completed in late 2012, through a partnership of local fundraising, South Gippsland Shire Council & the Federal Government

In November 2013 the Centre was designated as a Neighbourhood Safer Place / Place of Last Resort (NSP/PLR). Should an emergency arise the sole responsibility for activating the Centre lies with the South Gippsland Shire Council, through its Emergency Management Coordinator. The Committee of Management will act in accord with the Standard Operating Procedures for a NSP/PLR.

3. Management & Operation

SPCC is currently managed by a South Gippsland Shire Council appointed Section 86 Committee – TP Taylor Reserve Committee of Management. The responsibilities and duties are documented in the Instrument of Delegation (see Reference 1). The Committee is authorised by Council to incur expenditure up to specific limits.

The Committee comprises of various elected officers from the community. These are:

Role	Area of responsibility
President	Chairperson, represents committee,
Vice President	Deputy Chairperson
Secretary	Administration, reporting, record keeping (minutes)
Treasurer	Financial records
Assistant Secretary/Treasurer	Assistance and support to Secretary & Treasurer
Booking Officer	Manages Centre bookings
Grants Officer	Identify and coordinate application of available & applicable grants
General Members	Ratify committee decisions, contribute to meetings, take on responsibility as required

As part of this plan the Committee identified the need to delegate specific areas of responsibility to nominated members of the committee. These areas include:

- Marketing & Promotion
- Fundraising
- Centre Maintenance
- Volunteer Coordination

Policies and procedures will be developed to support and guide all roles and responsibilities.

The Committee aims to optimise the use of SPCC and coordinate the Centre operation to meet demand of current and future activities.

The direction of SPCC's ongoing management will be reviewed based on future needs of the Centre. An option to be considered is to become an incorporated association (under the Associations Incorporated Reform Act 2012).

4. Centre Services

The SPCC is a multifunction facility with exciting potential for a variety of activities, events and gatherings. Current events and activities provided at SPCC take into

account community consultation from the Recreational Study Report 2012 (see Reference 2).

The Committee works in partnership with local community groups to engage and consult with permanent and non-permanent residents, people in outlying areas and visitors to ensure community events, recreation activities, and services meet evolving needs.

To support the Centres' operating costs and improvements income generating activities such as private functions, commercial hire and community events will be used (refer point 6).

The Committee recognises there is a need to balance private and community bookings, policy and procedures will be developed and implemented to address this.

5. Marketing Plan

To maximise the use of the SPCC and Reserve, a marketing plan has been developed to promote the facility, and its activities, to all potential users. The plan will be updated annually to meet the centre's evolving needs.

The marketing plan will seek to maintain a consistent image to ensure all activities and marketing communications align with the vision of the Centre.

6. Financial Plan

To meet the needs of the community, the SPCC must be financially viable.

To achieve this, and supplement the meagre financial maintenance support provided by Council, income generating services and activities will be held to cover operating costs. These services and activities will align with the action and marketing plans.

A 3 year rolling financial plan has been developed and implemented. The plan will be monitored monthly and reviewed annually to ensure objectives are achieved and amended as required.

Grants and sponsorship opportunities will be sought for additional development and improvement of the Centre.

7. References – available at sandypoint.vic.au

Reference 1: Instrument of Delegation

Reference 2: Recreational Study Report 2012

8. Appendices

Appendix 1: Sandy Point Community Centre Action Plan

Appendix 1: Action Plan

Goal / Objectives: Manage SPCC in line with the Local Government Act Delegation					
Strategy (How)	Timeline (When)	Lead Role (Who)	Resources needed (What)	Measure / Document	Evaluation (Was this successful?)
Determine future management structure *Delegation to be reviewed by SGSC in June 2014	30 th June 2014	President	<ul style="list-style-type: none"> Review sub-committee Financial, marketing, maintenance, consultation and demographic reports 	<ul style="list-style-type: none"> Projected viability of management options Develop Future Management Recommendation Provide opportunity for community input at AGM 	Community effectively provided opportunity to participate and contribute in review, assessment and implementation of outcomes
Develop appropriate policy & procedures <ul style="list-style-type: none"> Booking Policy & Procedures Commercial versus Community Use (community contingency surcharge) Activities, Events & Services plans including evaluation Customer Complaints Purchasing procedures 	June 2014	Vice President	<ul style="list-style-type: none"> Development & review committee 	<ul style="list-style-type: none"> Policies & Procedures developed and adopted 	Policies & procedures meet required needs
Goal / Objectives: Manage activities and services					
Strategy (How)	Timeline (When)	Lead Role (Who)	Resources needed (What)	Measure / Document	Evaluation (Was this successful?)
Manage activities & services	Ongoing	President	<ul style="list-style-type: none"> Treasurers reports Booking officer reports 	<ul style="list-style-type: none"> Monthly reports completed and circulated on time Activities are reviewed within 6 months of completion Annual review completed in line with strategic plan objectives 	Annual review findings implemented
Develop, implement and maintain an effective booking system	June 2014	Vice President	<ul style="list-style-type: none"> Booking system including: <ul style="list-style-type: none"> Online shared calendar Online enquiry form 	<ul style="list-style-type: none"> System developed and online Training on implementation complete 	<ul style="list-style-type: none"> Online booking enquiries received Shared calendar available and up to date
Maintain the venue	June 2014	Maintenance Officer	<ul style="list-style-type: none"> Maintenance sub committee Maintenance budget 	Standard maintenance review & report procedures developed	Maintenance reviews and reports completed as scheduled

Review potential for a commercial kitchen	July 2015	President	<ul style="list-style-type: none"> Delegated committee member to investigate, document & report 	Report and recommendations	Report & recommendations tabled at committee meeting
Goal / Objectives: Manage the financial viability of SPCC					
Strategy (How)	Timeline (When)	Lead Role (Who)	Resources needed (What)	Measure / Document	Evaluation (Was this successful?)
Develop a Financial plan	30 th June 2014	Treasurer	<ul style="list-style-type: none"> Historic financial information Projected financial requirements Services & Activities plan Expected maintenance requirements 	Financial Plan developed	Plan accepted and meets projections
Goal / Objectives: Promote SPCC & Reserve as a valuable community asset					
Strategy (How)	Timeline (When)	Lead Role (Who)	Resources needed (What)	Measure / Document	Evaluation (Was this successful?)
Develop and implement Marketing & Promotion plans	30 th June 2014	President	<ul style="list-style-type: none"> Budget Volunteers with specialist skills (eg graphic design, Webmaster) Individual activity marketing plan Evaluation criteria for each event /activity Baseline information e.g. activity attendance, revenue raised, event participation, community involvement 	<ul style="list-style-type: none"> Marketing & promotions plan developed & implemented Finance report Evaluations completed Baseline information established 	<ul style="list-style-type: none"> Increased usage by community groups and individuals Increase in revenue Report and recommendations completed and presented to Committee New Marketing & Promotion Plans developed and adopted