



"Bringing Community Together"

Dunsborough & Districts Progress Association, Inc.

STRATEGIC PLAN

2016-2020



"Bringing Community Together"

PLAN OBJECTIVE

The Dunsborough & Districts Progress Association have engaged in preparing this plan to document the key objectives and strategies that will drive the future direction of the Association for the next 5 years.

We are committed to its content and will make our best endeavours to follow the plan as documented. While this plan reflects our overall vision for the period 2016-2020, the strategic action items documented in this plan are the specific steps we will adopt this year to align our actions with the overall vision of our Association. We are committed to an annual review of our performance against our objectives and overall vision.

The plan will be living document and reference point for our Association committee and stakeholders alike.

Jacque Happ

President

August 2016



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OUR CORE VALUES & COMMITMENT

As an Association, WE VALUE:

Our Unique Environment

A Safe & Healthy Community for Everyone

Community, History & Heritage

Our Role in the Future Development of the Community

We are **committed** to these values in our words and actions

MISSION STATEMENT

“Creating Life & Spirit in Our Community”

We believe our **Mission** as an Association is to Engage and Connect our community together, creating Life and Spirit for the people in it. This Mission **defines** the overall core purpose of our Association and **inspires** us to do our best.

OUR VISION

“Recognised as Progressive, Widely Representative and Integral to Community Life”

To enable us to achieve our Mission as an Association, we are committed to this Vision and Overarching Goal to be achieved over the next 5 years

Our **Key Objectives** that form part of our Constitution are critical to the success of the Association:

- ✓ *Nurture, Enable and Encourage Social, Cultural and Environmental activities that bring the Community together*
- ✓ *Keep abreast of and stimulate community action on Issues affecting the Community*
- ✓ *Act as a conduit between Key Stakeholders on Community Issues*
- ✓ *Contribute to the preservation of the natural and human heritage of Dunsborough & Districts for the benefit of future generations*



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HISTORY OF OUR ASSOCIATION

Dunsborough was proclaimed a town in 1877 and the name gazetted in 1879.

In 1932 the Dunsborough and Districts Progress Association was formed. Meetings were held under a large tree by Dunn Bay at the end of Dunn Bay Road on land known as Seymour's Cottage. The tree still remains today. The Association's business agenda at that time was primarily concerned with roads, drains and local infrastructure.

During World War II the Association went into recess but was reformed in 1947. The population of Dunsborough at this time was made up of about 40 families. The meetings were then held at the general store on the site of where Lion's Park is now. The focus of the meetings was again roads and drains! Interestingly, the minutes from these meetings and those up to the sixties were found in a suitcase on the rubbish dump! They are now in the care of City of Busselton's Local History collection.

In the 1950's with the help of a self-supporting loan from the Roads Board (Shire Council) and a lot of fund-raising by the local community, the Association built the Dunsborough Hall on Crown Land on the corner of Gifford Road and Gibney Street. The Dunsborough Hall has always been managed by the Association and there have been and continue to be significant improvements made to the hall over the years.

In the early 1960's the Association was instrumental in getting the town supplied with water and electricity. Prior to this, water had been collected in rainwater tanks and electricity had been provided either by a private supplier, Mr Ellis, or by families using generators. At the bottom of High View Road you can still see a small brick cairn marking the commencement of the water supply to the area in 1961.

In the 1970's the Association raised funds and supported a lease to establish the Dunsborough and Districts Country Club and the first nine holes of its golf course.

In 1983 at a Christmas school assembly parents and friends were packed in at the back of the hall and it overflowed with people. It became very apparent that the hall was too small for the town's needs.

The DDPA committee played an integral role in supporting the formation of the Naturaliste Community and Cultural Centre Committee with its specific aim to build a larger community facility. This committee dedicated its time for 20 years in raising money and lobbying for what is now the Naturaliste Community Centre which was built in 2004.

During the 1960's, 70's and 80's the Association supported groups including:

- Naturaliste Community and Cultural Centre group
- Dunsborough Theatre Group (now Wild Capers Theatre Group)
- Cape Naturaliste Historical Society
- Dunsborough Aged Care Service (now under the auspices of Cape Care- in Busselton)
- Dunsborough Land & Coast Care



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The DDPA has long been a community group interested in running social and cultural events and currently has a long list of projects and festivals held annually. The Association continues to manage the Dunsborough Hall on behalf of the community.

OUR ENVIRONMENT

The Dunsborough & Districts Progress Association’s principal focus area is the town of Dunsborough, although the “& Districts” element makes allowance for the nearby villages of Eagle Bay and Yallingup, as well as the rural residential inhabitants in the hinterland mainly to the south of Dunsborough town (referred to as the “Commonage” rural residential area).

These areas all fall under the governance of the City of Busselton (the City). Drawn from the City’s 2016 draft Local Planning Strategy document the population estimates, both current and 10 years’ hence, are as follows:

Area	Current Estimate (*)	Ten year (2026) Future Estimate (*)
Dunsborough	8,000	6000
Dunsborough Lakes	Included in above	5000
Dunsborough - Cape Rise/Naturaliste Heights	Included in above	500
Dunsborough South	n/a	Not determined
Yallingup	150 (peak 500)	No significant change
Eagle Bay	100 (peak 500)	No significant change
Commonage Rural Residential area	2,000	2500
Total DDPA Coverage	10,250	14,250

* Note – these numbers are “best estimates”, and are sufficient for the purpose of this document. Whilst the accuracy of the absolute numbers is not paramount, the trend growth of approximately a 40% population growth in the coming decade is significant (more if the new Dunsborough South area – that area south of the current caravan park/garden supplies businesses around to the current Simmos ice-cream park area - becomes a reality in that time).

Dunsborough sits on the western end of Geographe Bay, approximately 250 kilometres from the Western Australian capital city, Perth, covering an area of approximately xxx km². The Wadandi Noongar people are the traditional owners of the district. The population of Dunsborough swells to some xxxxx in peak holiday periods and school holidays, mainly as a result of visitors from the capital city. Dunsborough, and



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the broader geographical area in it sits also attracts **many/thousands/xxxxx** of visitors from both interstate and overseas each year.

Locals and visitors are attracted by the safe and casual lifestyle of the area, the natural beauty, the appealing weather and swimming/beach/surfing, as well as the various events hosted by both the City and the Association itself.

The Association’s activities are centred upon this Dunsborough environment.

OUR STAKEHOLDERS

There are many stakeholders that have an interest in the Associations activities and projects:

- Members
- Volunteers
- Sponsors and Funders
- Hall users
- Local Government
- Elected State, Local, Federal representatives
- Chambers
- Local Businesses
- Resident & Ratepayers
- Visitors/tourists
- Others NFPs
- Service Providers (e.g. Event Managers)

WHERE TO FROM HERE?

With our Association structure in place we can work towards achieving our Vision for the next 5 years. We believe there are key objectives that are critical to the success of the Association. These objectives are best depicted in the following Strategy Map prepared to guide us:

DDPA Strategy Map

Financial

What are our most important financial outcomes?



Community Relations

How do we keep our Community informed & engaged?



DDPA Operations

At what do we need to excel to fulfill our Stakeholder expectations?



Research & Alliances

How do we sustain our ability to remain relevant?



Environment & Sustainability

How to we contribute to the community's ongoing prosperity?





COMMITMENT TO ACTION

Over the next 12 months, we are committed to a set of actions aligned to the key objectives identified above in our Strategy Map. We will regularly measure our performance to ensure we meet these milestones.

OUR KEY OBJECTIVES	OUR ACTIONS FOR THE NEXT 12 MONTHS
<p><i>Stimulate Community Action</i> <i>Nurture, Enable & Encourage Community Projects</i> <i>Increase Database Subscribers</i> <i>Keep Abreast of Issues Affecting the Community</i> <i>Be a Go To Peak Community Body</i> <i>Contribute to the Preservation of the Natural & Human Heritage</i></p>	<ul style="list-style-type: none"> ✓ Liaise with key community groups on an on-going basis, one meeting per year as a minimum ✓ Newsletter to Key Stakeholders ✓ Media - Free editorials/opportunities ✓ Media – Monthly local updates – advert ✓ “Annual Community Matters” gathering (Oct/Nov) ✓ Regular Stall at Markets ✓ Conduct a Community Survey via Survey Monkey
<p><i>Be a Conduit Between Key Stakeholders</i> <i>Project Funding</i> <i>Increase Sponsorship</i></p>	<ul style="list-style-type: none"> ✓ Attend a Council luncheon once a year ✓ Contact details on the Website ✓ Invite Stakeholders to attend Committee meetings ✓ Press Releases ✓ Approach local & State Government Key Stakeholders – Be Pro-active ✓ Create Template/Pro-Forma – Issues Submissions
<p><i>Raise DDPA Profile</i></p>	<ul style="list-style-type: none"> ✓ Approve and Adopt the DDPA Marketing Strategy ✓ Identify and Implement the critical items in the Marketing Strategy ✓ Brand/Logo Review and Refresh ✓ Website Update ✓ Committee Profiles ✓ Marketing Material – Postcards, Banners, Brochures
<p><i>Internal Governance & Compliance</i> <i>Hall Management</i></p>	<ul style="list-style-type: none"> ✓ Review Constitution: <ul style="list-style-type: none"> ○ Roles of Treasurer and Secretary ○ Ensure compliance ✓ Define Structure of the Committee: <ul style="list-style-type: none"> ○ Allocate roles and responsibilities & Assess Skill Levels ○ Establish sub committees as required ○ Develop volunteers database ✓ Develop and Implement Policies & Procedures (Rules): <ul style="list-style-type: none"> ○ Project Approval & Management ○ Auspicing – Process & Agreement ○ Hall Management ○ Community Issues Template/Pro-forma ✓ Review Financial Control: <ul style="list-style-type: none"> ○ Reporting, Budgeting, Re-imbursments, Tax Compliance ✓ Strategic Planning – Annual Review <ul style="list-style-type: none"> ○ Allocate resources to Action Items & Set Deadlines ○ Sell the Plan to Key Stakeholders, place on website, present at stakeholder meetings