



Friends of Churchill Island Society

Promoting the moveable cultural heritage of Churchill Island

Welcome to our
2016 Strategy Planning Workshop

1:30 - 4:00pm
Saturday 20th February 2016

WORKSHOP REPORT

WORKSHOP AGENDA:

Item	Topic	Leader
1	Welcome & Introduction of Ross Baxter	David Maunders
2	Overview and confirmation of Agenda	Ross Baxter
3	Why do we need a new strategic plan? Review of FOCIS aims and Objectives	David Maunders Tom O'Dea
4	What have we learned is good (i.e. worth keeping) or bad (i.e. stop doing) about the way we are currently functioning?	All – Round Table Discussions Ross – Report Out & Summary
5	Where do we want to be in 3 to 5 years? (i.e. What is our 'vision' of what we will look like / be doing in the medium term future?) 3–5 points only per table	All – Round Table Discussions Ross – Report Out & Summarise down to a around 3 to 5 Key Points
6	Strategy Building – One Key Point Per Table Plenary sharing of plans – Build framework of key actions	All – Round Table Discussions Ross – Report out & consolidate
7	Seek comments / reservations about key strategy actions (Ask "Is there anything you can't live with – and if so, why?") Discuss/resolve any concerns.	Ross – Leads any necessary discussion
8	Action Planning – Specifying (a) the task; (b) person responsible; (c) target completion date; (d) monitoring/reporting method.	Plenary Discussion
9	SUMMARY & CLOSE	David Maunders

SUMMARY OF AIMS AND OBJECTIVES:

FOCIS – Summary of Aims and Objectives

- 1.FOCIS is dedicated to preserving and enhancing unique history and natural beauty of Churchill Island
- 2.FOCIS recognises Phillip Island Nature Park (PNIP) as holding the stewardship of Churchill Island
- 3.FOCIS seeks to promote moveable cultural heritage through:
 - a. Acquisitions
 - b. Preservation
 - c. Publishing
 - d. Cataloguing
 - e. Educating
- 4.The society will draw upon members' knowledge and skills
- 5.Provide advice to PNIP on changes that may affect the historical significance of the infrastructure and moveable cultural heritage
- 6.Foster public awareness
- 7.Assist with maintenance, restoration and preservation
- 8.Work with PINP on specials projects for the enhancement of Churchill Island
- 9.Foster relations with Bass Coast residents to effectively promote cultural heritage

FIRST DISCUSSION GROUP OUTPUT: THE GOOD, THE BAD & THE UGLY

First Round-Table Topic For Discussion

What have we learned is good (i.e. worth keeping) and/or bad (i.e. need to stop doing) about the way we are currently functioning as a Society?

1: Conduct a Round-Table Discussion
 2: List Key Points on Butcher's Paper
 3: Select Spokesperson for 1 minute Report

GROUP ONE:

THINGS THAT ARE GOOD	THINGS THAT HAVE BEEN BAD
Ongoing improvements with projects: - post & rail constructions - categorizing tool collections (data base) - o/s exp – Farmer’s Market - 3 park passes - Guides – 22 active - Children’s workshops on Open Days	Not optimizing on education visits through lack of PINP notification

GROUP TWO:

THINGS THAT ARE GOOD	THINGS THAT HAVE BEEN BAD
Keep Heritage	Use of the Volunteer Centre
Restrict commercial input to PINP	Losing membership (Question Posed: ""What is the ideal minimum number of members needed?"")
Communications	
Support for voluntary involvement	
Horse Festival (now discontinued)	
Horse Video	
Family membership – Grandchildren focus	

GROUP THREE:

THINGS THAT ARE GOOD	THINGS THAT HAVE BEEN BAD
The Curator	Not attracting/ keeping members
Working Bees	Too few younger members
Web site / Facebook Page	No promotion from visitor's centre staff
Meetings / Speakers	No promotion of Pat's book
Brochures / Aframe	Worn / out of date signs (e.g. FOCIS trough)
Volunteer Guides – friendly to all	No 'Welcome Pack' for our new members
Volunteer's Guide Manual	
Pat's book	
Newsletters	

SECOND DISCUSSION GROUP OUTPUT: - WHERE DO WE WANT TO BE?

Second Round-Table Topic For Discussion

Where do we want to be in 3 to 5 years?
(i.e. What is our 'vision' of what we will look like / be doing in the medium term future?) 3–5 points per table

1: Conduct a Round-Table Discussion
2: List Key Points on Butcher's Paper
3: Select Spokesperson for 1 minute Report

GROUP ONE PROPOSED THAT IN 3 – 5 YEARS FOCIS WILL:

1. Have an optimum membership level having overcome the 'turnover' effect
2. Have funding grants available – possibly with Curator's support
3. Have provided clear reasons for the encouragement of return visits to CI
4. Have developed a well functioning Exhibition Space (Maybe in new Visitor's Centre)
5. Have the 'problem' of too many visitors coming to CI
6. Have resolved how to effectively preserve the environment

GROUP TWO PROPOSED THAT IN 3 YEARS FOCIS WILL:

1. Have a fully functioning museum based on FOCIS input and use of volunteers
2. Have developed and launched a digital application “App” for CI using FOCIS input for content
3. Have developed and are effectively using an appropriate methodology / vehicle for engaging with Nature Park Staff on Heritage issues and focus.

GROUP THREE PROPOSED THAT IN 3 YEARS FOCIS WILL:

1. Have a sufficient level of funding (Public Fund) to enable important heritage projects to be undertaken by FOCIS
2. Have an appropriate Museum Exhibition space. (\$35,000 available to employ Designer)
3. Have a minimum active membership level of 150 people
4. Have an increased level of member involvement compared to present day
5. Have a Committee that conducts an Annual Strategy Review of plans and progress

IN PLENARY SESSION IT WAS AGREED THAT THE KEY STRATEGY ISSUES FOR FOCIS COULD BE CONSOLIDATED INTO THE FOLLOWING FIVE AREAS:

1. THE PROVISION AND DEVELOPMENT OF AN EXHIBITION SPACE / MUSEUM
2. A FOCUS ON MEMBERSHIP LEVELS, RECRUITMENT AND RECOGNITION
3. A RELATED STRONG FOCUS ON THE EFFECTIVE INVOLVEMENT OF MEMBERS. (“TOO MUCH LEFT TO TOO FEW AT PRESENT”).
4. THE FUNDING OF FOCIS TO FACILITATE IMPORTANT PROJECTS. OBTAINING TAX DEDUCTABILITY STATUS IS SEEN AS AN IMPORTANT ELEMENT
5. THE EFFECTIVE ENGAGEMENT OF THE NATURE PARK STAFF IN UNDERSTANDING AND PROMOTING THE CONTRIBUTIONS WE BELIEVE FOCIS CAN MAKE TO CI

Third Round-Table Topic For Discussion

**Strategy Building – One Key Vision Point Per Table
Build a framework of key actions to achieve Vision**

- 1: Conduct a Round-Table Discussion
- 2: List Key Points on Action Item Table
- 3: Select Spokesperson for Plenary Report

THE FINAL TASK PUT TO PARTICIPANTS WAS TO COLLECTIVELY EXPAND A LIST OF WHAT THE GROUP THOUGHT WERE KEY ACTIONS FOR EACH OF THE FIVE KEY ISSUES LISTED ABOVE.

THE CONTRIBUTIONS ARE LISTED BELOW:

EXHIBITION SPACE:

1. DEVELOPMENT OF PHASE 1 OF NATURE PARK PLAN
2. DESIGNING DISPLAYS AS REQUIRED - ROTATIONAL
3. HOW CAN FOCIS FOLK HELP WITH POINT 1?
4. NEED TO COMMUNICATE WITH NP EARLY ON TO ALLOW US TO ACCOMMODATE OUR EXHIBITIONS
5. HOW TO ENSURE OUR 'RIGHTS' TO SPACE ARE PROTECTED OVER TIME (SO WE DON'T GET TOSSED OUT)?
6. IN AN IDEAL WORLD A MUSEUM IN 5 YEARS? YES/NO?
7. DEVELOPMENT OF A DIGITAL APPLICATION TO PROMOTE HERITAGE OF THE ISLAND

MEMBERSHIP LEVELS:

1. ESTABLISH REALISTIC A TARGET FOR MINIMUM MEMBERSHIP LEVELS
2. GET AGREEMENT TO THE MINIMUM TARGET
3. ESTABLISH AND IMPLEMENT A PLAN TO GROW MEMBERSHIP BEYOND AGREED MINIMUM LEVEL FOR VIABILITY

MEMBER INVOLVEMENT:

1. PLAN TO PROVIDE A WIDER RANGE OF OPPORTUNITIES / REASON FOR MEMBERS TO ATTEND AND CONTRIBUTE TO FOCIS
2. CONDUCT 'RECRUITMENT EVENTS/DAYS'
3. PLAN AND IMPLEMENT WAYS TO 'CHERISH' / NURTURE CURRENT MEMBERS AND RECOGNISE THEIR DIVERSE CONTRIBUTIONS
4. ENCOURAGE 'FACE-TO-FACE' CONTACT WITH EXISTING AND POTENTIAL NEW MEMBERS RATHER THAN RELYING ON EMAIL / NEWSLETTER ONLY
5. DEVELOP AND PUBLISH A 'WELCOME PACK' FOR NEW MEMBERS
6. CONDUCT AN ANALYSIS OF CURRENT MEMBERSHIP HOME LOCALITIES TO DEFINE FOCUS AREA FOR NEW MEMBER RECRUITMENT. WHAT'S OUR 'CATCHMENT' AREA?
7. SEEK TO DEVELOP / IMPROVE RELATIONSHIP WITH LOCAL / VISITING SCHOOLS THROUGH OUR LINKS WITH NATURE PARK STAFF / ACTIVITIES.

FUNDING:

1. NEED TO ESTABLISH CLEAR FISCAL GOALS AND PRIORITIES FOR FOCIS FUNDING
2. NEED TO BE ABLE TO ADEQUATELY ESTIMATE COSTINGS FOR VARIOUS PROJECTS
3. NEED TO ESTABLISH SOURCES OF FUNDS/GRANTS TO SUPPORT OUR PROJECTS
4. NEED TO ALIGN THOSE SOURCES OF FUNDS WITH OUR RELEVANT PROJECTS
5. OBTAINING TAX DEDUCTIBLE STATUS IMPLIES THE NEED TO EFFECTIVELY PUBLICISE ITS AVAILABILITY TO PROSPECTIVE DONORS.

ENGAGING NATURE PARK STAFF:

1. DEVELOP A CLEAR UNDERSTANDING OF THE NEEDS OF PINP AND HOW WE MIGHT ASSIST THEM ACHIEVE THEIR GOALS.
2. SEEK FEEDBACK / UNDERSTANDING FROM PINP ON HOW THEY CURRENTLY REGARD FOCIS
3. THE 'MEMORANDUM OF UNDERSTANDING' THAT EXISTS BETWEEN FOCIS AND PINP NEEDS TO BE REVIEWED AND UPDATED AS REQUIRED
4. REMIND PINP THAT OUR CURATOR AND OTHER MEMBERS ARE AVAILABLE FOR TRAINING / BRIEFING OF PINP STAFF.

THE WORKSHOP CONCLUDED AT 4:00PM WITH THE ISSUES RAISED BEING REFERRED TO THE COMMITTEE FOR FOLLOW UP AND ACTIONING AS APPROPRIATE.