



# FOCIS

## newsletter

Friends of Churchill Island Society Inc.

Number 120 WINTER 2013

### DATES TO REMEMBER

#### GENERAL MEETINGS

2013

Saturday 10 August

(AGM)

Saturday 9 November

1.30 pm Meeting Room  
Churchill Island Visitors'  
Centre

Please submit copy for the  
next newsletter by  
18 August 2013

We are on the web. See this issue in  
colour

[www.friendsofchurchillisland.org.au](http://www.friendsofchurchillisland.org.au)

President@

Secretary@

Membership@

Treasurer@

Editor@

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### GOOD WORK IN PROGRESS

Considerable tedious, behind the scenes work has been undertaken by FOCIS in the last few months. Christine aided by Sandra, has moved us towards reaccreditation as a museum (see. P.2). Tom is beavering away at revising the constitution to allow tax deductible status. The problem is that new legislation means that changes need to comply with the new act.

Volunteers and members made suggestions to the Area Plan for Churchill Island. We have also been informed that Christine's appointment as Curator has been extended another year. I hate to think what could have been lost without her leadership and effort. Our AGM is on Saturday 10 August. Please come along and support our work.

### HISTORIC FARM MACHINERY WORKING BEE

Thanks to David, Hagen, Margaret, Linda, Mike, Tom, Ruth, Maureen and Jeff for their great help at the working bee on Saturday April 6th. The historic farm machinery had a good brush and dust and looks much better for it. Our next working bee will be to spring clean Amess House and Rogers Cottages on Saturday 7th September, from 8-10 a.m., fol-



lowed by a hearty morning tea. Hope you can make it!

#### WORKING BEES FOR 2013

Saturday 7 September  
(house)

Saturday 30 November  
(house)

8-10 am: *Coffee provided.*

## PRESIDENT'S REPORT

### Stella Axarlis AM

Thank you so much for all your good wishes. It was good to be back on deck and to experience an excellent Executive and General Meeting on 11<sup>th</sup> May.

We were joined by a number of Volunteers who were outstanding in their input, to the deliberations on behalf of FOCIS, to the Churchill Island Key Area Plan. Tract Consultants led by Mark Reilly, Masters of Landscape Architecture Melbourne (University), are undertaking this work.

The Nature Parks' Strategic Plan 2012-2017 identified as part of a wider planning process the development of Key Area Plans for major sites, these will apply the principles established in the recently completed Strategic Framework and Master Plan as noted above. The Key Area Plan will also consider the broader planning framework, which includes the Nature Parks' Environment Plan 2012-2017, the Access Policy and joint planning strategies including paths, tracks and bicycles.

The Churchill Island Key Area Plan will analyse the site and articulate the potential development types, capacity, capability and location of key services and experiences. The result will be a strategic site development recommendation, which defines core conservation (historic and environment), tourism and recreation zones directed by the historic values of the site. This will be used to guide decision making by the Nature Parks with regards to opportunities and investment priorities as well as guiding funding, strategic networking of assets and strategies for the remaining Nature Parks sites and experiences on Phillip Island.

It was a most rewarding afternoon and my special thanks to Christine Grayden, David Maunders, Tom O'Dea and their respective scribes who facilitated the discussions.

The subsequent FOCIS report will be forwarded to Phillip Island Nature Parks as our contribution. I invite as many of you as possible to attend the AGM on the 10<sup>th</sup> of August when we will give further reports.

With my very best wishes, Stella.

## CURATOR'S REPORT

### Christine Grayden

I and my volunteers have had another very busy three months. I have been working towards reaccreditation of Churchill Island with Museums Australia Victoria's Museum Accreditation Program. For that I have had to write the following policies: exhibition, collections, education. I have also written a detailed Preventative Conservation Plan, including a maintenance schedule, and light, humidity and temperature readings for the drawing room and child's bedroom. After attending a day-long workshop with my student volunteer Sandra Kanis, which was funded by Bass Coast Shire, I was able to write the Disaster Preparedness and Recovery plan. Sandra and I have also put together a "Disaster Bin", full of items needed for clean-up of the collection after a disaster.

In May I attended the MAVic state conference, held at



Mannikins with Sandra (l) and Cheryl (centre)

the National Wool Museum, Geelong. The theme was "Reinventing Museums: Collaborate, Innovate and Transform", and we heard from many inspiring talkers with lots of ideas and examples on how to achieve collaboration, innovation and transformation. The Wool Museum was most enjoyable, and my accommodation was in a refurbished 1850s merchants' store, just around the corner. Thanks to Bass Coast Shire for funding my attendance. My volunteers, Irene, Margaret and Hagen, have been wading

through seven years of local papers given to us from Hayley at PINP, cutting out articles about Churchill Island for our newspaper cuttings file. This is an excellent research tool.

Finally, next time you visit Amess House, make sure you go into the dining room and see the mannequins dressed in their replica 19th century costumes, donated by Cheryl Stratford. No, they are not ghosts!

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## PHILLIP ISLAND NATURE PARK REPORT

**Matthew Jackson, CEO**

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Firstly may I take this opportunity to again thank FOCIS for their ongoing support. Overall, the PINP is YTD 50,000 visitors up compared to last year which is an extraordinary effort in difficult economic times, with Churchill Island YTD 14,000 visitors up compared to last year. This is a great result and extremely busy for our staff across the entire portfolio in both our tourism activities and environmental management.

I am delighted to inform you all that the Key Area Plan for Churchill Island has commenced with a very productive meeting with the FOCIS committee already being completed, and with further input coming from FOCIS members. It is proposed that the draft plan will be completed in late June to Early July when open community feedback will be sought.

The organisation is now preparing for the development of the 2013/14 budget period and I am again proposing to the Board that the Curator funding commitment is again provided by PINP to allow the continuing of the excellent

work being undertaken by Christine Grayden.

We are about to commence maintenance works on the road into Churchill Island from the bridge to the Visitors' Centre to repair the base of the road to ensure that entry onto the island is acceptable. Currently the road has depleted to a minimum standard and is not in a condition that we can continue to only grade the surface. The road will only be a bluestone base similar to what is existing visually.

We have also commenced many other maintenance tasks across the island including painting and repairs to the homestead and other infrastructure and this is being completed in line with Christine Grayden's recommendations.

Thank you again for FOCIS contribution towards preserving Churchill Island for future generations and I am looking forward to the outcomes of the Key Area Plan for Churchill Island.

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## PROPOSED CHANGES TO THE CONSTITUTION

**Tom O'Dea, FOCIS Treasurer**

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Last year our application for our proposed donations fund to be endorsed as a DGR (Donor Gift Recipient) Fund was rejected. We need to change our statement of purposes in order to stand a better chance of having the donations fund accepted which would mean that we could offer tax deductibility for donations. Instead of a long list of items under the heading of "STATEMENT OF PURPOSES", the committee recommends that we have a simple "STATEMENT OF PURPOSE" with a single paragraph which defines the Society's "principal purpose".

Although this will be a relatively simple change, a number of other changes will be needed because of the provisions of the new Act (the Associations Incorporation Reform Act 2012) which came into force on 26 November 2012.

### Background

The Society does not currently have a DGR-endorsed (Donor Gift Recipient) donations fund. Therefore we cannot offer tax deductibility for donations.

In February 2012 we submitted an application to the Arts Office in Canberra for a public fund to be listed on the Register of Cultural Organisations (ROCO). The name of the Fund is *The FOCIS Churchill Island Heritage Fund*.

In September 2012 we received a letter from the Arts Office which said that our application was rejected because we did not meet the "principal purpose" requirement. The letter states (in part):

"On the basis of the Association's application, it appears that its objects are diverse including assisting the Phillip Island Nature Parks (PINP) with maintenance, restoration and preservation of collections of historical interest at Churchill Island. This is a much broader definition of 'culture' than the ROCO guidelines currently allow." and

"While some of the objectives of the Association meet the criteria, it appears that the majority of the objects and activities do not appear to be the promotion of one of the specific cultural activities outlined above, the Office would not be in a position to advise the responsible Ministers that your application meets the ROCO eligibility criteria."

### Current Situation

The committee has considered the letter from the Arts Office and has concluded that we should resubmit our application but we first have to change the

## PROPOSED CHANGES continued from p.3

the Society's "principal purpose" in a way which is consistent with the requirements for listing on the ROCO.

### Current Statement of Purposes

The purposes of the Society are to:

1. To protect, preserve and enhance the historic integrity of Churchill Island and in particular the historic precincts.
2. To work to the achievement of the purposes by:
  - 2.1 recognising the role of Phillip Island Nature Parks (PINP) as holding the stewardship for Churchill Island and F.O.C.I.S. as holding custodianship of Historical Churchill Island;
  - 2.2 building relationships to enable appropriate historical influence to bear on PINP;
  - 2.3 supporting PINP in the maintenance of the infrastructure, and create awareness of the knowledge that is available to them when changes have the potential to affect the historical significance of the infrastructure;
  - 2.4 drawing upon the knowledge and skills of the membership of F.O.C.I.S. in all activities on Churchill Island;
  - 2.5 providing support for and fostering public awareness of Churchill Island as a living and public museum;
  - 2.6 assisting PINP with maintenance, restoration and preservation of collections of historical interest at Churchill Island;
  - 2.7 undertaking special projects in conjunction with PINP for the enhancement of Churchill Island, its historic working farm and precincts;
  - 2.8 advancing relationships with and connections to the wider community of Bass Coast residents, volunteers and supporters;
  - 2.9 increasing awareness of the work of F.O.C.I.S., its activities and achievements within all appropriate contexts.
3. To assist PINP in protecting the natural environment of Churchill Island by:
  - 3.1 recreating suitable habitat for the collections of wild life, particularly the birds that have historic association;
  - 3.2 supporting the delivery of programs and services which reflect and raise understanding of environmental sustainability practices, natural resources management and research best practice;

- 3.3 carrying out extensive replanting of native trees and shrubs, especially the Moonah.
4. To provide a forum for people with a mutual interest in Churchill Island.
5. To support opportunities for learning and development of students and members of the community through understanding the heritage of Churchill Island;
6. As a non-profit organisation the assets and income of the organisation shall be applied solely in furtherance of its abovementioned objects and no portion shall be distributed directly or indirectly to the members of the organisation except as bona fide compensation for services rendered or expenses incurred on behalf of the organisation.

### Definition of "Principal Purpose"

The Arts Office rules are defined in a document called the ROCO Guide. This document provides a definition of "principal purpose":

"For entry on the Register the 'principal purpose' of your organisation must be the promotion of one or more cultural activities."

A number of different types of cultural activities are listed and the committee has concluded that the type of activity that applies to FOCIS is "movable cultural heritage".

Movable cultural heritage includes works of fine and decorative art, scientific and archaeological artefacts, agricultural and industrial heritage, and historic material.

### Proposed Statement of Purpose

The following is the proposed wording for the new Statement of Purpose:

The principal purpose of the Society is:

The promotion of the moveable cultural heritage of Churchill Island.

This gives us a Statement of Purpose page with one simple paragraph which contains a single statement called the principal purpose. The message is that we have a clear, succinct principal purpose, rather than many purposes and the wording is consistent with the ROCO Guide.

All the other points currently listed under the heading STATEMENT OF PURPOSES would be

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## PROPOSED CHANGES continued from p.4

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moved into the body of the Constitution as new Rules under different headings so that these objectives are retained but will not be confused with the principal purpose.

### Steps Required to Change the Constitution

Any changes to the Constitution must be agreed to by the members at an Annual General Meeting or a Special General Meeting.

Details of the proposed changes must be notified in writing to members at least 28 days before the Annual General Meeting or Special General Meeting.

At least 75% of the members present at the meeting must agree to the proposed changes.

If the members vote in favour of the changes, the revised rules must be submitted to Consumer Affairs Victoria for the agreed changes to be approved.

When the application is being considered by Consumer Affairs Victoria, the provisions of the new Act (the Associations Incorporation Reform Act 2012) will be applied. Therefore, when making changes to the Constitution we also need to consider the impact of the new Act.

### Impact of the New Act

The Associations Incorporation Reform Act 2012 came into force on 26 November 2012.

The new Act says that we can continue operating under our current rules (referred to as "old rules") indefinitely but when we apply for a change to the old rules to be approved, the Department will check to ensure that the revised rules comply with a number of mandatory requirements of the Act.

This means that even though we want to make a simple change to our statement of purpose, we have to examine each of the existing rules in detail and work out what changes may be needed in order to comply.

### Next Steps

Committee decides on the wording of all of the proposed changes to the Constitution.

Send notice of meeting with details of proposed changes to members. (Rule 2.3.2 of our current Constitution states "Proposed changes to these Rules must be notified in writing to members at least 28 days before a general meeting is to be held to consider the proposed changes.")

Annual General Meeting or Special General Meeting is held. At least 75% of the members present at the meeting must agree to the proposed changes to the Constitution. (Section 64 of the Associations Incorporation Reform Act 2012.)

Prepare application and supporting documents for submission to Consumer Affairs Victoria for the agreed changes to be approved.

Submit application to Consumer Affairs Victoria for the proposed changes to the Society's Constitution to be approved.

Receive response from Consumer Affairs Victoria.

Inform the members of the outcome of the application.

### Summary

In order to proceed with a new application for our proposed donations fund to be listed on the Register of Cultural Organisations (ROCO) we need to change our Constitution so that we have a simple and clear statement of purpose which defines the Society's "principal purpose". In order to comply with the new Act (the Associations Incorporation Reform Act 2012), we will need to review all of the existing Rules and work out what changes may be needed to meet the requirements of the new Act.

It has not proved possible to have the proposed changes ready in time for the AGM which is scheduled to be held on 10 August 2013 so we need to defer this to a Special General Meeting later in the year.

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## MINUTES OF THE GENERAL MEETING HELD ON May 11, 2013 at 1.30pm.

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1. Welcome: President Stella welcomed members and Churchill Island volunteers. She thanked everyone for giving up part of their Mother's Day weekend, and made special acknowledgement of the volunteers as the following week is Volunteers' Week. Stella then made presentations of a special badge to each of the volunteers from PINP.

2. Present: Stella Axarlis, Christine Grayden, Tom & Ruth O'Dea, Irene McKell, John Wilson, Heather Walsh, Sue Chambers, Bruce Chambers, Gaye Cleeland, Graeme Clausen, David Maunders, Ann Jelly, Peter Jelly, Ian Jonas, Jan Jonas, Sue Hollingworth, Roger Hollingworth, Marianne Pattinson, E Rebecca Sanders, Peter Brookes, Anne Davie, Bob Baird, Fred Allen, Pat Jeffery

## Minutes (continued)

3. Apologies: Lee Tierney, Rod and Margaret Simkiss, Maureen & Michael Barden, Wilma Carter, Margaret Caf-fyn (Stott), Coral Bourke, John & Robyn Boldiston, Bobby Pearce, Ted & Sue Bryant, Colin Pearce, Kay Wil-liams, Anne Penaluna, Maureen de Vries, Peter Paul, Susan Pearse.

4. Previous minutes 9.2.13. Ruth O'Dea/Roger Holling-worth *carried*.

### 5. Matters Arising:

Working bee for farm machinery - 12 people attended and lots done. Thanks to volunteers for their help.

Reprint of Pat's book

Litter from musical events - Christine to report

Oiling of chainsaw horse - volunteers to be asked to do this

Shell grit has been ordered. Awaiting delivery and new gardener

Working bee on farm machinery - Christine to report

Pavers under farm machinery - PINP will provide labour

### 6. Correspondence:

Inwards:

BCSC re disaster planning workshop

Bob Baird thanking FOCIS for condolences card for Pat

Damian Prendergarst, Operations mngr BCSC, re cable ties left lying in paddock by sound crews from concerts

Officeworks with a/c card for Christine.

Carroll and Amy Schulz re passing of Pat Baird

Emails from Jeremy Carter, descendant of Grant, re his visit to Churchill Island

"Penguin" newsletter, Phillip Island Conservation Society

Bass Coast Heritage Group re tour of Tarwin Lower (Christine and Pauline Taylor attended)

State Library of Victoria acknowledging receipt of Church-ill Island History and Her Story

National Library of Australia acknowledging receipt of History and Her Story

Insite magazine Feb-Apr 2013

Carroll & Amy Schulz re: thanks for 2 copies of Pat's book

Museums Australia magazine, Autumn 2013

Royalauto magazine, April 2013

Outwards:

Letter to Editor of Advertiser re congratulations from FOCIS on MSO & Serenade at Sunset.

To Matthew Jackson CEO PINP re: road from bridge to Visitors' Centre, paths needing new shell grit, historic farm machinery - FOCIS offering \$1500 to pay for pavers to put under it

To Matthew Jackson re FOCIS members' feed-back re MSO & Serenade at Sunset Concerts

To PrintPost Australia Post re newsletter bulk postage

BCSC Community Grant application to video work-ing horses next Easter on CI

7. PINP CEO Matt Jackson report, read by Chris-tine (See page 3)

8. Treasurer's/Membership Report: An abbrevi-ated report was given due to time constraints. See attached for details.

### 9. General Business:

Christine asked if members would like her to send a thank you card to retired CI gardener Isobel Walker. Members agreed.

10. FOCIS members and Churchill Island volun-teers present then divided into three groups led by Christine Grayden, Tom O'Dea and David Maun-ders, when a number of focus questions were dis-cussed by each table and the discussion was re-corded by a scribe on each table. The notes to be typed up by Christine and sent to Rob Linford, Project Mngr PINP for CI Key Area Plan. He will pass them on to Tract (see p.9).

Meeting closed 3.30 p.m. and followed by after-noon tea.

**Next meeting: AGM Saturday August 10th , 2013, at 1.30 pm, CI Visitors' Centre Meeting room.**

# Treasurer's Report for the 10 months to 30 April 2013

Tom O'Dea

## Assets & Liabilities as at 30 Apr 2013

Account	30/04/2013 Balance
<b>ASSETS</b>	
<u>Cash and Bank Accounts</u>	
CBA Cash Management Call Account	\$0.00
ANZ Cheque Account	\$240.86
ANZ Savings Account	\$15,437.31
PayPal Account	\$0.00
President's Advance	\$382.49
Curator's Advance	\$547.38
RACV Investment Options 01	\$0.00
RACV Investment Options 02	\$0.00
RACV Investment Options 03 <sup>2</sup>	\$31,815.91
Cash	\$0.00
<b>TOTAL Cash and Bank Accounts</b>	<b>\$48,423.95</b>
<u>Other Assets</u>	
Accounts Receivable	\$180.00 <sup>4</sup>
Books	\$4,504.32 <sup>5</sup>
<b>TOTAL Other Assets</b>	<b>\$4,684.32</b>
<b>TOTAL ASSETS</b>	<b>\$53,108.27</b>
<b>LIABILITIES<sup>6</sup></b>	
<u>Other Liabilities</u>	
Accounts Payable	\$0.00
Museum Reserve <sup>7</sup>	\$31,815.91
<b>TOTAL Other Liabilities</b>	<b>\$31,815.91</b>
<b>TOTAL LIABILITIES</b>	<b>\$31,815.91</b>
<b>NETT ASSETS</b>	<b>\$21,292.36</b>

## Income & Expenses as at 30 Apr 2013

Category	1/07/2012- 30/04/2013 (10 months)
<b>INCOME</b>	
Book Sales	\$1,613.70 <sup>1</sup>
Donations from Members	\$120.10
Donations from the Public	\$278.20
Grants Received	\$13,000.00
Interest Income	\$2,233.78
Subscriptions Income	\$2,454.70
Sundry Income	\$0.22
<b>TOTAL INCOME</b>	<b>\$19,700.70</b>
<b>EXPENSES</b>	
Advertising	\$0.00
AGM Expenses	\$0.00
Book Costs	\$5,780.27 <sup>3</sup>
Curator's Expenses	\$590.00
Financial Services Expenses	\$88.61
FOCIS Newsletter	\$1,264.42
Government Fees	\$43.90
Grants Paid	\$13,000.00
General Office Expenses	\$864.61
Post Office Fees	\$23.00
Subscriptions Paid	\$121.00
Taxes	\$0.00
Web Site Expenses	\$0.00
Sundry Expenses	\$31.20
<b>TOTAL EXPENSES</b>	<b>\$21,807.01</b>
<b>SURPLUS (DEFICIT)</b>	<b>-\$2,106.31</b>

<sup>1</sup> 200 copies of Pat Baird's book sold to PINP, 10 copies sold to Turn the Page Bookstore and 10 copies sold by FOCIS.

<sup>2</sup> \$30,942.41 was invested with RACV Finance for 6 months with a maturity date of 20 Feb 2013. The principal plus interest has been re-invested with RACV Finance for a further 6 months at 4.60% interest with a maturity date of 20 Aug 2013.

<sup>3</sup> Payments for the publishing and delivery of the 2<sup>nd</sup> edition of Pat Baird's book.

<sup>4</sup> Amount owing from PINP.

<sup>5</sup> This is the value of the 780 copies of Pat Baird's book held in inventory and available for sale.

<sup>6</sup> There is a contingency liability for royalty payments to the estate of the late Pat Baird. These royalty payments would become due once the Society has recovered its costs. This is estimated to occur when a further 350 to 400 copies have been sold. However, the amount of the liability cannot be quantified at this time.

<sup>7</sup> This is the \$30,000 (plus interest) that has been earmarked for use when the museum is built (minutes of General Meeting held 12 Sep 2009).

## Churchill Island



HISTORY AND HER STORY  
by Patricia Baird

The second, revised edition of Pat Baird's book *Churchill Island. History and Her Story* is now available at PINP shops, Turn the Page Bookshop in Cowes and from FOCIS direct through the online shop at [www.friendsofchurchillisland.org.au](http://www.friendsofchurchillisland.org.au) for \$12.95 plus postage and packing. You will need a Paypal account to make this purchase. This new edition has made corrections and added new information to bring it up to date. It contains many illustrations including some reproductions of Amess era sketches of the island. It is an excellent keepsake and makes a welcome present to anyone interested in the history of the area.

## BUDGET POSITION as at 30 April 2013

Category	Budget for 1/07/2012- 30/06/2013 (12 months)	Actuals for 1/07/2012- 30/04/2013 (10 months)	Progress Against Budget
<b>INCOME</b>			
Book Sales	\$0	\$1,614	N/A
Donations from Members	\$800	\$120	15%
Donations from the Public	\$120	\$278	232%
Interest Income	\$2,000	\$2,234	112%
Subscriptions Income	\$3,800	\$2,455	65%
Sundry Income	\$50	\$0	0%
<b>TOTAL INCOME</b>	<b>\$6,770</b>	<b>\$6,701</b>	<b>99%</b>
<b>EXPENSES</b>			
Advertising	\$0	\$0	N/A
AGM Expenses	\$120	\$0	0%
Book Costs	\$0	\$5,780	N/A
Curator's Expenses	\$800	\$590 <sup>8</sup>	74%
Financial Services Expenses	\$100	\$89 <sup>9</sup>	89%
FOCIS Newsletter	\$2,000	\$1,264 <sup>10</sup>	63%
Government Fees	\$50	\$44 <sup>11</sup>	88%
General Office Expenses	\$800	\$865 <sup>12</sup>	108%
Post Office Fees	\$25	\$23 <sup>13</sup>	92%
Subscriptions Paid	\$150	\$121 <sup>14</sup>	81%
Taxes	\$0	\$0	N/A
Web Site Expenses	\$0	\$0	N/A
Sundry Expenses	\$500	\$31	6%
<b>TOTAL EXPENSES</b>	<b>\$4,545</b>	<b>\$8,807</b>	<b>194%</b>

<sup>8</sup> This includes travel expenses for the Curator's assistant.

<sup>9</sup> Auditor's fee + PayPal transaction fees.

<sup>10</sup> Postage & printing.

<sup>11</sup> Filing fees for annual statement.

<sup>12</sup> General postage, stationery and printing.

<sup>13</sup> Rental of PO Box.

<sup>14</sup> Membership of Museums Australia & South Eastern Historical Association.

## MEMBERSHIP REPORT as at 30 April 2013

Category	30/06/2011	30/06/2012	30/04/2013	Increase or Decrease
Family Memberships	114	125	110	-15
Individual Memberships				
Adult Memberships		28	27	-1
Concession Memberships		58	60	2
TOTAL Individual Memberships	115	86	87	1
TOTAL Paying Memberships	229	211	197	-14
Number of Life Memberships	6	7	7	0
Number of Associate Memberships	9	9	9	0
Number of Honorary Memberships	0	0	0	0
Number of Other Memberships	0	0	0	0
TOTAL Non-Paying Memberships	15	16	16	0
New Memberships	0	9	13	4
Renewals	0	202	184	-18
Overdue Memberships	0	0	0	0
Unfinancial (Lapsed) Memberships	0	0	0	0

## FOCIS INPUT TO AREA PLAN FOR CHURCHILL ISLAND

**GROUP 1 (Red):** Christine Grayden (convenor), Anne Jelly (scribe), Peter Jelly, Ian Jonas, Jan Jonas (voltrs), Bob Baird, Stella Axarlis (Pres FOCIS/Brd member), Irene McKell (FOK rep, FOCIS C/EE), Fred Allen (Guide)

**GROUP 2 (Green):** Tom O'Dea (convenor), E Rebecca Sanders (scribe), Anne Davie, Gaye Cleeland (PIDHS rep FOCIS C/ee), Graeme Clausen, Pat Jeffery (house cleaner voltr, volunteer co-ordinator), Peter Brookes, Ruth O'Dea.

**GROUP 3 (Purple):** David Maunders (convenor/SWOT scribe), Roger Hollingworth (scribe for the rest), Sue Hollingworth, John Wilson (guide), Sue Chambers, Bruce Chambers, Marianne Patterson (voltr), Heather Shaw (guide)

### SWOT ANALYSIS:

#### Strengths:

**Group 1:** Location and setting; unique combination of attractions in one location; value for money; farm activities; guides; heritage = unique and important; some special events; heritage breeds of animals; closeness to animals; garden - heritage plants.

**Group 2:** Unique - self-contained; small - can get around it; history; Location - adjacent to PI; PINP manages it - access to funding, access to resources; picturesque; Nearly 360 ° views of Bay - noted by James Grant, 1801; History - microcosm of local region, use for holiday retreat; ambience - tranquil, part of the magic!

**Group 3:** Appealing to families; peaceful; gardens; locality - accessible from Melbourne and Gippsland; can roam free when visiting; participation - e.g. cow milking; management - link to PINP and all that offers; Links to other historical venues; restoration of house and other buildings; views; festivals; round-island walk.

#### Weaknesses:

**Group 1:** Need to improve standards; proper seating for shearing and other farm activities; Easter festival - working horse element now too small; tired infrastructure; congestion at entry; museum display compromised by retail; too much dust; lack of toilets; signage maintenance - e.g. can't read Fisher's Wetland signs due to bird poo; bad new timing for farm activities - not enough time between activities.

**Group 2:** Gaps in historical documentation - no diaries, letters, etc; lack of awareness of existence of CI; lack of museum; retail area intruding into display - no problem with retail, just lack of space; lack of information about artefacts; lack of maintenance of artefacts (dust); difficulty in obtaining big ticket maintenance; lack of accountability with regard to promises about site presentation.

**Group 3:** No rotunda for weddings; insufficient information; poor display and signage; unmade road = dust; no walk from bridge; lack of resources for maintenance; lack of publicity - not well known; not enough use of horses; insufficient toilet facilities for now and future; lack of family activities; not enough made parking; inadequate Vis Centre space; no museum space; need space for collection storage and research.

#### Opportunities:

**Group 1:** Could have more volunteers; more marketing; bring garden festival back - make more practical and appealing for stall holders (marquee to keep plants out of sun); more school visits; bring back seasonal festivals; marketing needed of disabled access and events.

**Group 2:** More local products on shelf; Museum!!!; opportunities for physical exercise - walking, yoga, tai chi - but no mud or personal training; group visits - e.g. Probus; school visitation, especially local schools; improved quality of marketing - fact checking; better manage visitor numbers - do we need a quota?

**Group 3:** Museum; publicity; research into popular interests; historical research; expansion of Vis Centre; addition of space for museum; review number of buses; promote walk - free; bikes for hire/use; shuttle bus to and from San Remo.

#### Threats:

**Group 1:** Participants of Easter Festival need more advanced notification; too many visitors; overnight accommodation; rising sea level - more flooding over access road.

**Group 2:** Funding - lack of; visitor numbers - too few locals, too many who are only there because of 3 parks pass and really don't care; lack of volunteers; lack of staffing; overnight accommodation - please "No", including camping.

**Group 3:** Too many busloads, too many visitors at once causing crowding; lack of maintenance; inadequate resources; too many commercial activities; conflict between conservation and theme park; limit on disability access; over use for private functions - lack of security

**QN 5:** *What direction do you think CI should go in the next 5-10 years? Think in terms of exhibitions/collection; programs and services; building and facilities; marketing, promotions, visitor development; finances, fundraising and sponsorship; staffing and volunteers:*

**Group 1:** Induction training for volunteers and staff - heritage, disaster, OHS; discreet signage of sponsors and donors in Vis Centre. Could help fund building of museum with "Buy a Brick" system.

**Group 2:** Outdoor temporary exhibitions or even in the house if carefully thought out; museum both permanent CI and temporary exhibitions with room for expansion; entry via museum and exit through shop; permanent f/t curator; wider range of educational programs; FOCIS to apply for grants directly;

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## FOCIS INPUT TO AREA PLAN FOR CHURCHILL ISLAND (continued)

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discreet sponsorship arrangements and signage; full time site manager - not just farm.

**Group 3:** New Historical/Agricultural festival; construction of purpose-built museum facility; f/t curator; promote need for more volunteers outside PI; encourage young people to visit - e.g. liaison by PINP with Adventure Resort to encourage young people; promotion to new housing developments in Melbourne's south east growth corridor.

### *Question 6: Museum concept*

**Group 1:** Museum - yes, in keeping with the environment, not too big or too high. Have community involved in design process. Existing building to be extended or modified to fit museum. Have all visitors go through museum before entering historic precinct to reduce signage in historic precinct - museum has already told them what they need to know and what to look for. Could have aboriginal name for CI in italics under CI on signage.

**Group 2:** Big enough to have permanent exhibition with space enough for temporary exhibitions; separate office space/workshop for curator; built and designed so that it can be easily extended in future; entry to heritage precinct through museum; one building, providing flexible spaces and noise and acoustic management; **Group 3:** Permanent display and short-term displays; type of building? Extension or stand alone? Payment to museum included in entry fee.

### *Qn 7: Paid site vs free entry:*

**Group 1:** Modest increase in entry fee possible if better overall quality presented. Need to charge families what they can afford and compare with what's available elsewhere for same or less money. Does CI compare for value?

**Group 2:** free access to CI and walking track; pay for heritage area, which can be expanded; a permanent exhibition on CI free, with heritage area and temporary exhibitions paid entry.

**Group 3:** Payment for museum included in entry fee.

### *Qn 8: Branding/marketing image*

**Group 1:** NO name change. More focus on domestic marketing. More focus on historic aspect as CI has major place in Vic's history. First building - archaeological investigation to find block house location; recreate.

**Group 2:** Emphasise historic, beauty, natural assets, tranquil qualities; prefer branding not about special events and that these be appropriate to tone of the island; continuation of three parks pass linked to other attractions; history should be promoted as most important aspect. We like the name but would like it to be "Historic Churchill Island" in all marketing; children's farm or petting zoo.

**Group 3:** retain existing name Churchill Islnd.

### *Qn 9: Events*

**Group 1:** Maximum of average one event per month. Have family events, cultural events - events that are relevant to what CI stands for, not just because it is a conveniently located island.

**Group 2:** Events should play an enhancing role re the history and tranquility of CI. Keep functions outside of heritage buildings and historic precinct. Supervision and security required for ALL functions. Does PINP have a functions manager?

**Group 3:** Weddings and all events to be held outside heritage area. Farmers' market to continue; traffic management needed after major events, e.g. MSO.

### *Qn 10 Accommodation and overnight use:*

**Group 1:** No accommodation. Causes too much trouble in historic precinct for little return. Reports of Dads drinking alcohol while Lads run amuck.

**Group 2:** No overnight accommodation. Too much damage and difficult to supervise.

**Group 3:** Retain FOCIS stance on no use of CI for any accommodation.

## SEED DRILL RESTORED



New volunteer Jeff Cole is restoring the 1920s Mitchell seed drill that belonged to Phillip Island farmer Ken McKindlay, an amateur inventor. Members may want to watch the progress of the restoration. Jeff is currently removing rust and applying rust killer. The seeder is kept at the southern end of Pedro's shed with the dray.

## DATES TO REMEMBER

### GENERAL MEETINGS 2013

Saturday 10 August (AGM)

Saturday 9 November

1.30 pm Meeting Room

Churchill Island Visitors'

Centre



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