**Second Valley Soldiers Memorial Hall**

**Master Plan 2020 to 2025**

Key Strategic Directions

I Community Visibility

II Maintain and Increase Usage

III Physical Improvements

IV Hall Management

**COMMUNITY VISIBILITY STRATEGY**

**Goal: To improve and strengthen the Hall’s visibility in the community and beyond.**

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| TARGETS | STRATEGIES | TIMELINE |
| Increase on-line visibility | * Create a web-site to showcase activities and calendar. | 2021 |
| * Maintain web-site. | 2021 and ongoing |
| * Update and maintain Facebook page. | 2021 and ongoing |
| * Develop and implement a new marketing plan. | 2020 and ongoing |
| Increase community awareness | * Increase knowledge of Hall activities and availability by sharing images and announcements with local community groups and organisations including Yankalilla Regional News, Council offices, Yankalilla Visitors and Information Centre and the SVPA membership. | 2021 and ongoing |
| Strengthen cooperation with local community groups, organisations, and businesses | * Maintain a reciprocal relationship with the SVPA by continuing the practice whereby a member of the Hall Committee attends the SVPA general meetings and vice-versa to exchange relevant information. | 2020 and ongoing |
| * Maintain our communication with the Caravan Park managers to exchange relevant information. | ongoing |
| Greater visibility outside the district | * Contact groups that we believe could bring events that would benefit the community, such as the ukulele Festival. | ongoing |

**MAINTAIN AND INCREASE USAGE STRATEGY**

**Goal: To maximize the community asset usage.**

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| TARGETS | STRATEGIES | TIMELINE |
| Support continuing activities | * Support and promote table tennis, badminton, and yoga by regularly touching base with each group organiser. | ongoing |
| * Create a Messenger group for table tennis (and any other interested group) so that announcements can be shared. | 2020 and ongoing |
| * Support the Community Market. | ongoing |
| * Support the Ukulele Festival. | ongoing |
| * Support the Festival Fleurieu. | ongoing |
| Develop new continuing activities | * Encourage local craftspeople to hold classes in the Hall. | 2020 and ongoing |
| * Look into having a local chef host cooking classes and events when the back room and kitchen has been upgraded. | 2023 |
| * Consider having activities such as games nights, music jam sessions, and writing group/poetry readings at the Hall. | 2021 and ongoing |
| * Encourage family therapy groups to become regular users. | 2020 and ongoing |
| Find new ways that the Hall can serve the region. | * Set up availability for extreme high heat days for locals who don’t have air conditioning. | 2021 and ongoing |
| * Let funeral directors know of Hall availability for funeral services. | 2021 and ongoing |
| Attract more usage of the Hall by Community Groups | * Have the marketing brochure available at the Hall and a digital version available for distribution to the Council Community Group’s existing data base. | 2021 and ongoing |
| * Outreach to groups that could benefit from the community space through personal contacts. | 2021 and ongoing |
| Host new events at the Hall | * Plan and host the centenary anniversary of the laying of the foundation stone for the Hall. | 2022 |

**PHYSICAL IMPROVEMENTS**

**Goal: To Maintain and Improve the Community Asset Infrastructure**

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| TARGETS | STRATEGIES | TIMELINE |
| Building exterior and landscaping upgrades | * Roof and guttering work as approved and financed by the Council. | 2020 |
| * Install a storage shed to store items that are not needed regularly. | 2023 |
| * Landscaping to go with Council approved verge treatment upgrade to front area. * Trim overhanging gum tree on North boundary, make safe. * Removal of large pine tree rear of hall. | 2021 and ongoing |
| * Investigate installation of solar panels. | 2020 and ongoing |
| * Repair the stage door and window. | 2021 |
| * Create a new door entrance into the foyer | 2022 |
| * Upgrade the rainwater tank and install a pump for it. | 2020 |
| Refurbish the back room | * New kitchen with exhaust fan, upgraded counters and cabinets, new cooktop. | 2022/3 |
| * Install water filter system | 2021 |
| * New flooring. | 2023 |
| * Extra shelving and cupboards | 2021 and ongoing |
| * Upgrade lighting. | 2022 |
| * Create an enclosed storage space for cleaning, maintenance, and activity items. | 2024 |
| Upgrades to the main Hall | * Install a PA system or equivalent. | 2021 |
| * Upgrade ceiling fans. | 2020 |
| * upgrade steps to stage to meet code. | 2021 |

**HALL MANAGEMENT**

**Goal: To perform the day to day operations of the Hall management**

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| TARGETS | STRATEGIES | TIMELINE |
| Manage bookings | * Create a new web-site to augment current Facebook page to offer booking information for those who do not have Facebook | 2021 |
| Review hire and membership fees and insurance coverage. | * Complete a review of hire rates for other venues in our district to insure a competitive pricing structure. | 2021 |
| * Complete an annual review of hire rates, membership fees, and insurance coverage. | Annually |
| * Insure up to date insurance | Annually |
| Day to day management of Hall | * Create and maintain a chart to record all communication with Council with action items. | 2021 |
| * Comply with Management Agreement | Ongoing |
| * Review Management Agreement with Council to make any changes deemed necessary. | Annually |
| * Make financial reports to Council as specified in Management Agreement. | Quarterly |
| Obtain grant funding | * Seek grant funding to offset physical improvement costs. | Ongoing |