

Key trends and influences:

Indigenous self-sufficiency/sustainability
Expensive outsources services
Consistent supply of product crucial
Education market is important
Government support is complicated

Current situation:

STRENGTHS – Location, history/heritage, leadership, community support, value-add to local tourism
WEAKNESSES – Governance, management, lack of communication with community, funding/finances, historical knowledge (being passed on), availability of skills (especially customer service), signage
OPPORTUNITIES – Tourism (domestic and international), funding, education market, heritage listing, membership growth, philanthropy
THREATS – Vandalism, perceptions about volunteers in the museums/heritage sector, government policy changes,

THE RATION SHED

STRATEGIC FOCUS

June 2009

Our Vision:

A world class historical and cultural precinct adding value to our community through representation, communication, reconciliation and economic sustainability.

Critical things to do (in next 6 months):

Revise and update business plan, Branding (eg consult with De Greer and SEQ Indigenous Chamber of Commerce), Marketing materials (prospectus, education materials, etc), Build database, MOU with Council, Make the organization strong & stronger (young people, governance, transition/succession), Build membership, Offer workshops to community to build support (eg State Library of Qld re genealogy workshops).

Key Performance Targets :

Popular/Busy Site - \$500/week sales
Effective education programs – 3 schools per week
Popular venue hire – 1 room, 4 x per week, 26 weekends
Performance destination – 12 special events per year

STRATEGIES

ACTIONS

Planning	• Develop a pilot project with Traditional Owners
Staff Development	• Governance Training
Membership	• Use NAIDOC for membership drive, Develop a program of members’ events
Funding	• Identify funding for skill development, Expo event for government and NGOs, Develop tourism funding strategy, Identify funding for marketing strategy, Get DGR status
Promotional Materials	• Develop education toolkit, Develop a glossy prospectus, Build a website, Designated PR/Marketing Officer, Use Memory Project to engage new members (eg genealogy with young people)
Build databases	• Develop a database of VIPs