



Strategic Plan

2016 - 2018



INTRODUCTION:

As part of its strategic and business processes, the Easter In The Country Committee (EITC) develop a three year Strategic which is reviewed on an annual basis. The purpose is to provide a strategic framework for the ongoing cost-effective management, development and sustainability of the business of holding the Easter In The Country Festival on an annual basis.

During the preparation of this Plan the EITC Committee will consult with a representative cross section of organisations who contribute to the festival, Maranoa Regional Council and other partners to the festival. The EITC committee believe that the level of interest in the festival has significantly increased in the local community and it time to plan for the future to ensure stability of the festival for years to come.

The festival has reached a point where the ongoing viability, growth and change required to meet the standard where participants and visitors continue to attend and grow that is more than a volunteer committee can manage. There is a need to attract financial resources for the employment of an appropriately skilled event co-ordinator. This position would attract further funding that over time the position would pay for itself and provide a mechanism for a whole of year approach to the development of the festival. The Committee would still be critical to the model and provide strategic advice and assistance as required.

It is hoped that through the development of a plan these key goals (amongst others) are documented and will set a direction for achievement.

The annual review is undertaken by survey with all participating organisations, the Easter In The Country Committee and the two major partners – Maranoa Regional Council and Imparjia. Outback Tourism Association has also participated in the 2016/2017 review. Ten surveys were returned with comments which have now been updated into the plan.



GOALS OF THE PLAN:

To hold an annual festival which provides an opportunity for Maranoa Residents to invite family and friends to visit and encourage visitors to come to Roma to have fun and enjoy top class entertainment and the natural beauty of bush life.

To be recognised on the tourist calendar for a quality festival and an economic success to the region.

MANAGEMENT STRUCTURE:

Currently the management structure is Not for Profit, Volunteer Committee with a President, Secretary and Treasurer, elected on an annual basis at the Annual General Meeting.

VISION STATEMENT:

To be recognised as the premier Easter festival in the Outback.

MISSION STATEMENT:

To hold a festival that showcases Country life, a festival to remember.

VALUES:

We value:

- Teamwork and collaboration amongst organisations involved in the festival
- Country Hospitality and welcoming of visitors
- Honesty, ethical and professional behaviour of all involved in the festival
- Community Safety through the festival
- Fun and quality entertainment
- Evaluating the festival and building in continuous improvement



STRATEGIC PRIORITIES:

PRIORITIES	STRATEGIES	KEY INDICATORS	PERFORMANCE TO DATE (July 2016)	RESPONSIBILITY
1. Providing attendees with a range of top quality entertainment options during the festival	<ul style="list-style-type: none"> book entertainment which meets the budget and also which give variety throughout the four days ensure entertainment is a mix of local and imported continue to build into the program entertainment which is in the form of participation of attendees e.g. wife carrying & goat races introduce new entertainment 	<p>High level of satisfaction from attendees through the EITC survey and feedback on website and facebook. (High level = 80% satisfaction) 70/30 split of local/imported entertainment</p> <p>Level of family participation in all activities.</p> <p>One new element introduced each year.</p>	<ul style="list-style-type: none"> Feedback from attendees excellent in regards to entertainment and range of activities within the festival – this by word of mouth, email, facebook and also documented on IER Survey. Over 80% satisfaction Excellent Family participation – see Easter Egg Hunt Photos, Street Parade, Billy Cart Rides, Races, Drags, Art Exhibition Goat races re-introduced. 	EITC Committee (coordinator)



<p>2. Increasing domestic and international visitation to Roma (and the Maranoa Region)</p>	<ul style="list-style-type: none"> • Develop and Annual Marketing and Advertising Plan to target markets. • Promote through Visitor Information Centres in the Southern Queensland – have posters out prior to September and request VIC in Toowoomba to display • Join as a member of Outback Tourism and piggy back on their advertising • Review website capacity annually 	<p>Build into IER data collection Undertake survey through motel and camping accommodation Analyse data through the Visitor Information Centre (Visitor Book) to record numbers e.g. facebook numbers and website hits – increase by 10% Increase of overseas attendees by 5%</p>	<ul style="list-style-type: none"> • Difficult to count • IER survey did not capture • Visitor Information Centre Visitors Book 9 Overseas visitors signed in – France, USA, Taiwan & Belgium • 90% motel occupancy 100% occupancy on camping van parks in Roma – still capacity at Meadowbank, and new Farmstay. • Joint marketing with OTAC • Rebuild of website complete to be compatible with App technology and access through phones Completed • Facebooks contacts have doubled in the last 12 months. 	<p>EITC Committee</p>
<p>3. Promoting Country Hospitality and Showcasing Country Life and Its Natural Beauty through the Festival</p>	<ul style="list-style-type: none"> • Develop program to showcase country life including a number of outdoors activities • Promote hospitality and encourage elements of hospitality within the program • Include elements of family participation in program 		<ul style="list-style-type: none"> • Majority of activities outdoors to enjoy the country atmosphere. Camping a real success. • Country hospitality encouraged through program and feedback from Roma residents very popular. • Review of program indicates a very high level of family participation. 	<p>EITC Coordinator</p>



<p>4. Building Community Capacity through increased economic activity and stakeholder engagement in the festival</p>	<ul style="list-style-type: none"> Continue to build capacity with community organisations to gain wider community involvement in the festival Develop and MOU with organisations involved to provide data on attendance and form up a whole of event budget – this will attract a higher TEQ Major Grant 		<ul style="list-style-type: none"> Involvement from service organisations – Apex, Rotary and Lions. NFP's – Men's Shed, PCYC, Combined Christian Churches, St John's College, Roma College, TAFE Roma. Sporting Orgs – Roma Race Club, Cities Football Club, South West Drags Club, MotorX Club, Speedway Club, Maranoa Arts Group, MOU still not achieved. 	EITC Coordinator
<p>5. Ensuring financial viability, growth and sustainability of the festival in the future</p>	<ul style="list-style-type: none"> Ensure all components of financial management and audit compliance and grant acquittals are finalised as required by terms of grant and in line with Office of Fair Trading Legislation. Undertake a formal review of the festival and incorporate with local feedback on the ground 	<ul style="list-style-type: none"> 100% Compliance with audit requirements and acquittals Both the formal survey and informal data is documented to inform the following year's planning. 	<ul style="list-style-type: none"> Annual Audit Financial Statements developed by Williams, Hall, Chadwick Annual Reports with Fair Trade submitted. IER Research conducted survey for TEQ 	EITC Treasurer



	<ul style="list-style-type: none"> Send a Certificate of Appreciation to all sponsors and a copy of the festival evaluation/review 	<p>100 % organisations who sponsor and who are involved contribute to the festival receive a certificate of appreciation and a copy of the festival evaluation.</p>	<ul style="list-style-type: none"> Certificate of Appreciation provided to all sponsoring and partnership orgs. 	
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