

Focus on Hamilton Highway Inc.

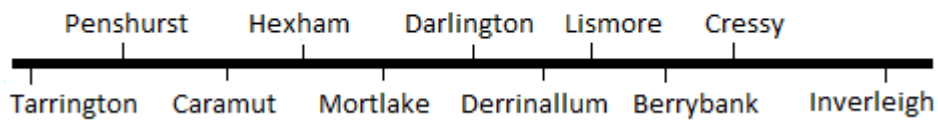
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Business Plan



B140 From Craters to Lakes



“Linking the communities along the Hamilton Highway for the benefit of the communities and travellers”

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Executive Summary

The Purpose of the Association

Current

“To link the communities along the Hamilton Highway for the benefit of the communities and travellers”.

- 1) To capture the business potential of passing tourist and commercial traffic on the Hamilton Highway (B140) between Inverleigh & Tarrington, helping each town to develop their own exposure and tourism potential.
- 2) To act, with individuals and/or town groups, to advocate for improvements to each town as dictated by the town’s Progress Associations, or individuals when no Associations exist, and to provide support with Grant applications to pay for such improvements.
- 3) To improve signage for each town, whether tourism or VicRoad signs
- 4) To exchange experiences and ideas concerning how to get best attention, information and assistance from our Municipalities and other bodies.
- 5) To bring together towns for events and projects of mutual benefit
- 6) Liaise and link to other regions – tourism trails and plans
- 7) To analyse data and initiate research to further the above purposes
- 8) And other activities as required and approved by the Association and its members

Future

- 1) To lobby VicRoads and other appropriate Government and Private Sector businesses to improve the B140 highway to
 - (a) Increase safety
 - (b) Improve the experience of users on the highway
 - (c) Co-ordinate information from authorities
 - (d) To lobby Councils and Regional bodies for recognition and support in our endeavours.

Ownership

Ownership belongs to the members of the Association, whether they are individuals, business owners or representatives from the Progress Associations of the ten towns on the Hamilton Highway between Tarrington and Inverleigh.

The towns, in alphabetical order:

Caramut, Cressy, Darlington, Derrinallum, (Hexham & other localities), Inverleigh, Lismore, Mortlake, Penshurst and Tarrington.

The Association will be structured as a Not for Profit Incorporated Association run by a Committee of Management - renewed yearly at the AGM, or bi-annually, with clear succession planning in place. Meetings will be as required, at Lismore as a central location, or in other towns at the request of each member.

The knowledge and experience of each Committee Member will be valued and everyone has an equal say in the direction and management of the Association.

The Management

A not-for-profit organisation requires a Board of Management with a minimum of five (5) people.

The Executive must fill four positions -

President Bev Jacobs
Vice President Heather Smith
Secretary Ama Cooke
Treasurer Ama Cooke

Ordinary members

Jennifer Lacey
Rebecca Cameron
Thomas Cooke
Jo Bromhead

Association Members

Phil Stephens
Andrew Cameron
Lismore Progress Association
Inverleigh Progress Association
Cressy & District Action Group
Lismore Hotel

Membership Fees:

A membership fee will apply. \$20.00 per person, business or Association.

Capital Requirements – Fundraising

Funds will be raised for individual projects by the representatives of specific towns, or by the Association for group projects through

- local Government grants
- Council grants
- Philanthropic individuals and/or organisations
- grants from other sources
- other fundraising activities (exhibits, markets, tours, food & wine events etc)
- advertising on website
- sale of merchandise

Stakeholders

Tourists and business users, including trucks.

Business owners and Associations

Shire Councils

Tourism authority and providers

Local Progress Associations

Landholders

Home owners along the Highway

VicRoads

Police, CFA, SES, Ambulance

Regional Development Victoria

Operations

The Board of Management will make decisions by consensus. A manager, and other staff, may be hired as required. Subcommittees can/will be created as required - a representative from each subcommittee, chosen by them, must be, or become, a member of the Board of Management.

- Lakes to (or) Craters – guided tours
- Arts Trail & Festivals
- Botanic Gardens, Parks and Wildlife Reserves – encouraging conservation
- Food and Wine Trail -
- Historical Trail
- Others as required.

Business Sector

Tourism, covering five different areas –

- 1) The Arts (encompassing galleries, markets, festivals etc)
- 2) Parks, Botanic Gardens & Nature Reserves (for special interest groups eg twitchers)
- 3) Craters to Lakes Experience (for travellers and people interested in the Volcanic Region)
- 4) Food & Wine (cafes, pubs, hotels and wineries etc).
- 5) Accommodation

And

- 6) Businesses to do with traffic (service stations, emergency services etc)

Organizational Timeline

Immediately

Contact the town Progress Associations with a request form for information for the webpages, plus any improvements they think will benefit their towns.

Look at the structure and lessons of other Highway Associations in Victoria, Australia and elsewhere.

Contact the Great Ocean Road Tourism Board (that cover the B140), the various Councils in charge of the towns, the State Government and Federal Government to introduce the Association, and provide them with copies of the expanded Business Plan. Start sourcing funds for advertising, town improvements as required.

Create newsletter – featuring an article from each of the towns on the highway, available monthly

Over the following three months after registration of the Association

- create a webpage that highlights the attractions and facilities of each of the towns along the Hamilton Highway, and outline the Aims of the Association

Over the next year develop

- 1) A Tourist Guide specific to the Highway, have it published and available in all Information Centres in Victoria and South Australia.
- 2) Guided tours of interesting locations eg the Volcanic Regions at the Penshurst/Hamilton end of the Highway, and the Lakes and other appropriate sites at the Inverleigh end of the

Highway. This can be with volunteer guides, a paper brochure, a website map, or smartphone apps.

3) Source local businesses to develop a Food & Wine Trail

Over the next two to five years develop

1) Two or more festivals in appropriate towns that will draw tourism from both states.

2) Look at repair and revitalisation of nature Reserves in towns along the Highway eg Caramut and ... (what else can we add)?

Association Assets

People/Volunteers.

Income through Grants to commence, then also through the Festivals and other activities.

Webpages

Newsletter

The Products

Inspiration, commitment, encouragement

Specific town orientated activities

Festivals

Guided Tours of specific regions

- volcanic
- twitchers
- food & wine.

Webpages created under the Domain name FocusonHamiltonHwy.com.au

Newsletter (advertising)

Attractions

Volcanic

Lakes & plains birdlife

Fishing, boating, camping, rail trails, cycling

Small town exploring (walks, conversations with locals, historic markers)

Local crafts, foods, wines, markets

Central to other attractions

Competitor Analysis

The Competitors

Other highways that go in the same direction but are better marketed at present e.g. Great Ocean Road.

Marketing Plan

The Target Market

The target market is varied:

- travellers along the highway
- adults (singles, couples and families) who like to explore new regions
- retirees and special interest groups (such as Probus, motor car enthusiasts and twitchers)
- interstate travellers
- international travellers
- foodies and wine buffs
- people interested in the volcanic regions of Victoria
- school holiday and weekend explorers

Advertising

Publicity will be done via the internet - webpages, newsletter, emails, Facebook page, Trip Advisor, Visit Victoria site and other tourist sites applicable to the region.

Webpages: www.focusonhamiltonhighway.com.au ..

- 1) Send a 'town information' checklist to the members of the committee to be filled in and returned ASAP.
- 2) Contact the various Councils the road traverses. Look at link-ins to their Tourism Strategies. Apply for minor grants for projects such as webpages for each town that doesn't have one, or that needs to upgrade theirs (led by a member of the Committee, or by their Progress Association. Our Association in supporting role.
- 3) Creation of a 'mother' webpage specific to the Hamilton Highway, expanding with a page per town which then links to their own (already created) webpages.
- 4) Create Facebook page

Newspaper articles will be written about the project.

Brochures will be created to place in Tourist Information Centres.

Radio will be utilized to advertise specific events.

... to be added to ...