Maiden Gully Progress Association

Strategic Plan

Prepared July 2021

Plan for 2021 - 2025

MAIDEN GULLY
live and grow

Maiden Gully Progress Association

Strategic Plan

Maiden Gully is a vibrant and community-minded place for people to 'Live and Grow'. Maiden Gully will continue to evolve and grow to meet the needs of the people in its community.
To support this growth and evolution, Maiden Gully will need adequate infrastructure to support residential, commercial, educational, social and recreational facilities.
It is imperative while we continue to grow we retain the beauty of this rural community by protecting the natural environment.

Residents of Maiden Gully know we are short-changed with the facilities we have in our suburb. There are many cost-effective and easier to implement solutions which can deliver needed and noticeable results to our community.

Our vision is what we are after:

A safe, modern and thriving community with continued development, open spaces and facilities to provide for a prosperous and connected community. The ultimate place to live and grow.

Melissa Bishop
MGPA President
September 2021

Drafted by Melissa Bishop and Shannon Burdeu

Approved by MGPA Board, September 2021

Strategic Plan

In October 2020 Elton Consulting were commissioned to collect information and data to help guide the Maiden Gully PSP Plan Revision 2020. They provided CoGB with a Social and Economic Impact Assessment of the Maiden Gully Growth Area in which they state;

- **Existing facilities in Maiden Gully are well utilised and are at capacity**
- **Current facilities are not able to meet the anticipated population growth and associated increased demand**
- **Current Maiden Gully residents have good access to facilities in surrounding areas, but this is predominantly car-based access.**

Our needs are well known within the community and these need to be repeatedly advised to Council and decision makers to ensure they are broadly understood and can be actioned in a timely manner.

Key focus areas include:

1. Extended modern hall facility located within town
2. Footpaths and bike access
3. Greenspace with facilities such as toilets, playground equipment and/or BBQs
4. Upgrade of service road including sealed parking spaces and improved lighting
5. Upgrade to Calder highway including traffic lights

Community Aspirations

Maiden Gully aspires for:

- An inclusive, welcoming and socially connected community
- Ongoing development in a socially responsible and sustainable way to support ongoing growth and protect our natural surroundings
- People feel safe wherever they are
- A reliable, sustainable and connected transport network
- A growing economic contributor providing quality work and education opportunities
- Creative, safe, well-equipped open spaces for families and communities to come together in using

MGPA SWOT analysis

S

- history
- good communication
- friendly members
- beautiful community
- generous community
- respected

W

- outdated Constitution
- governance concerns
- low member numbers
- Councillor support
- skill and engagement of members
- no strategy

O

- draft policies
- re-draft Constitution
- build strategic plan
- seek varied members with skills and interests
- current funding opportunities
- investigate new fundraising
- increased community engagement
- advertise for new members

T

- litigation
- COVID-19
- Councillor rejection of organisation
- resistance to change/evolution of organisation
- lack of Councillor support
- burn out
- scammers

VISION & STRATEGY

10 year vision

A safe, modern and thriving community with continued development, open spaces and facilities to provide for a prosperous and connected community. The ultimate place to live and grow

Our purpose

Broad engagement with community to determine pressing issues and work with Government and key stakeholders to advocate for and effect change for the betterment of Maiden Gully

Our values

The principles and standards that will guide our behaviour

Respect – Representing all of our community regardless of ethnic or social background, health, age, gender or political opinions

Community – We grow and support constructive relationships and meaningful connections between people, communities and organisations

Advocacy – We will continue to promote for change and development in Maiden Gully and challenge decision makers to do more

Sustainability – Advocating for long-term community benefits and change in an environmentally efficient manner

Integrity – promoting, maintaining and adhering to our vision, purpose and values.

Strategic areas

1 Governance

2 Advocacy

3 Community

4 Engagement

Strategic goals by 2022

Strategic Area 1 - Governance

Goal 1.	Strong and constant financial position
Goal 2.	Professional and continuously updated/evolving policies
Goal 3.	Pro-active and engaged sub-committees

Strategic Area 2 - Advocacy

Goal 1.	Maintain relationships across key stakeholder groups
Goal 2.	Be a key government ally / resource
Goal 3.	Trusted community voice with clear feedback channels

Strategic Area 3 - Community

Goal 1.	Plans underway for Community Hub
Goal 2.	Ongoing development and connectedness of community paths with a continued push for more open green space with adequate facilities
Goal 3.	Christmas Carols and Christmas Eve lollies triumph

Strategic Area 4 - Engagement

Goal 1.	Strong social media following and interaction
Goal 2.	Key relationships with funding bodies, receiving government grants/partnerships
Goal 3.	Increase in engaged and pro-active members, businesses and residents of Maiden Gully

STRATEGIC PLAN SUMMARY

VISION:	Maiden Gully is a modern, thriving, sustainable and engaged community
PURPOSE:	To represent and advocate for community; supporting their needs in a progressive, pro-active and collaborative manner
VALUES:	Respect, Community, Advocacy, Sustainability and Integrity

STRATEGIC AREAS IN 2021-2022

Governance | Advocacy | Engagement | Community

TOP 3 PRIORITIES FOR EACH STRATEGIC AREA ARE:

Governance	Advocacy	Engagement	Community
1. Strong and viable financial position 2. Relevant and clear constitution and organisational policies 3. Adaptive and engaged sub-committees	1. Identify and build relationship across key stakeholder group 2. Be a key government ally / resource 3. Trusted community voice with clear feedback channels	1. Strong social media following and interaction 2. Key relationships with funding bodies, receiving grants 3. Increase in engaged and pro-active members	1. Plans underway for Community Hub 2. Ongoing development and connectedness of community paths with a continued push for more open green space with adequate facilities 3. Christmas Carols and Christmas Eve lollies triumph

12 MONTH FOCUS FOR EACH STRATEGIC AREA IS:

Governance	Advocacy	Engagement	Community
• Stronger financial position- ongoing and stable income sources • Established and defined sub-committee groups • Professional reform of MGPA documentation	• Business partnerships with Bendigo Bank and Bendigo Telco • Reconnect with major stakeholders • Stronger relationships with Lockward Ward Councillors	• Board members with sub-committee goals • Increased members • Increased Facebook followers and community acknowledgement	• Involvement of members with community events • Involvement of community with community events • Community feedback

MAIDEN GULLY
COMMUNITY
HALL

I'M THE
Big
Sister
AWESOME
SISTER

181

Carolyn Way
Natural Reserve