

Goolwa Wharf Precinct STRATEGIC PLAN 2016-2018

AT THE
WHARF

Our Vision

The Goolwa Wharf Precinct is a year-round destination to discover, experience and celebrate.
Something for everyone At the Wharf!

Our Mission

To link a heritage precinct with the lifestyle and entertainment of today.

Our Strategic Focus

- Development of the brand and marketing strategy for Goolwa Wharf Precinct.
- Activation of Goolwa Wharf Precinct through an events program.
- Engagement with the local community.
- Build opportunity for existing and new businesses within and around the Goolwa Wharf Precinct.
- Identify future priorities for infrastructure upgrade.
- Provide the precinct with strong governance and management by the Board.

Marketing

Strategy 1: Develop a brand and marketing strategy for the Goolwa Wharf Precinct

The Goolwa Wharf Precinct will establish a unique position in the tourism offering on the Fleurieu Peninsula. The brand and marketing strategy will explain this uniqueness and demonstrate how the local, national and international markets will hear of this new opportunity. The marketing strategy will have a dual focus First on visitors, secondly on business investment.

Actions

- 1.1 Develop a Brand identity for the Goolwa Wharf Precinct.
- 1.2 Develop Marketing and PR strategy for the Goolwa Wharf Precinct.
- 1.3 Develop an investment attractions strategy for the Goolwa Wharf Precinct.

Alexandrina Community Strategic Plan Link
Activate Our Spaces
Memorable Experiences

Activation

Strategy 2: Increase activation of the Goolwa Wharf Precinct

Activation is achieved with more visitors coming to the Goolwa Wharf Precinct regularly. With more visitors brings a growing demand for products and services. The goal is to add to the attractiveness of Goolwa as a destination. A destination attractive to families, young people, special interest groups and older people. Activation will extend opening hours and increase the diversity of business opportunities for a wider range of products and services.

Actions

- 2.1 Develop a rolling event calendar for the Goolwa Wharf Precinct.
- 2.2 Establish hub for cultural interpretation and environmental awareness.
- 2.3 Develop a strategy to showcase the PS Oscar W and the Steamranger.

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Community Engagement

Strategy 3: Engagement with the Local & Regional Community

The successful development and activation of the Goolwa Wharf Precinct will rely upon the successful engagement of the local & regional community. The Board will ensure the community feels connected and involved in the development of the Goolwa Wharf Precinct.

Actions

- 3.1 Develop a Goolwa Wharf Precinct community engagement strategy.
- 3.2 To promote the Goolwa Wharf Precinct as a venue to the local and regional community.

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Innovate throughout our Region
Proactive Leadership & Accountability

Business Development

Strategy 4: Build opportunity for existing and new businesses within and around the Goolwa Wharf Precinct

It is important that the local business community is supportive of the initiative to activate and develop the Goolwa Wharf Precinct. Business development has the potential to grow existing businesses and provide new opportunities.

Actions

- 4.1 Establish a baseline measure for current business activity (e.g. survey).

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Innovate throughout our Region
Resilient Economy

Infrastructure

Strategy 5: Identify future Priorities for infrastructure upgrade

A significant infrastructure upgrade related to the activation of the Goolwa Wharf Precinct has been developed. The Board will take a strategic oversight of the infrastructure plans and make recommendations as and when necessary.

Actions

- 5.1 The Board will report to the council on relevant infrastructure considerations.

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Innovate throughout our region
Productive community assets

Governance & Management

Strategy 6: Continuous Improvement of Governance and Management processes

The Goolwa Wharf Precinct Board has been established as a committee of Council to manage and increase activation of The Precinct leading to improved economic development.

Actions

- 6.1 Establish key performance measures for the Board of the Goolwa Wharf Precinct.

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Proactive Leadership and Accountability