



Geeveston Town Hall Controlling  
Authority

Draft Strategic plan 2022 - 2027

## Introduction

Functions of the Geeveston Town Hall have been many and varied since opening in 1915. Throughout the evolution a central focus predominates- linking community either as a form of entertainment or as a conduit to local enterprise. Clennett, the 2<sup>nd</sup> Warden of the Esperance Council Municipality stated “ a well-appointed hall was an absolute necessity in every community not a luxury” (Pinkus & Rich 2019). When opened in 1915 the original function of the Geeveston Town Hall was to “include many forms of social entertainment to help alleviate the monotony of country life” (Pinkus & Rich 2019). Since then, it has been a place to celebrate social achievements, a film theatre, Esperance Forest and Heritage Centre, a performing arts theatre, and a shop/visitor centre. Today it is a highly regarded visitor information centre, a meeting place for local groups, a provider of educational displays and an exhibitor of art and craft shows.

Equally, the need to be financially sustainable has been a consistent goal throughout the history of the Hall. The original Hall was funded via a ‘penny rate’ contributed by rate payers of the district and rental income from space dedicated to a shop and council chambers (Pinkus & Rich 2019). Currently it relies heavily on retail sales via the visitor centre and support from the Huon Valley Council.

As the Geeveston Town Hall moves through the next transition it will need to balance the demands of serving the community and being financially sustainable. It will need to build on existing achievements whilst exploring new opportunities. The attached draft strategic plan attempts to address this balance. It has been developed from:

- A community survey commissioned by the Huon Valley Council in 2019.
- A survey of stakeholders that directly contribute to the operation of the Hall conducted in December 2021-January 2022.
- A review of the financial performance July 2017-Feb 2022
- A workshop undertaken by the Geeveston Town Hall Controlling Authority in March 2022.

The Board now seek to refine this document by incorporating feedback from people who directly contribute to the operation of the Hall, specifically volunteers, tenants, and contractors.

# GEEVESTON TOWN HALL CONTROLLING AUTHORITY BOARD

## Strategic plan 2022 to 2027

### VISION STATEMENT

*“To be the best tourist information centre and voluntary based community town hall organisation in Tasmania.”*

### MISSION

*“To provide a community focus facility to benefit citizens of the Geeveston and the surrounding region. To run a financially sustainable information centre for the benefit of locals and tourists alike”*

Theme	Aim	Short term goal	Long term goal
GTH Administration	Establish an inclusive and transparent management model	<ul style="list-style-type: none"> <li>• Design and implement a management model</li> <li>• Establish communication channels</li> <li>• Make available notes from the Board meeting</li> </ul>	A seamless and transparent management model that can be described by and operationalised at all levels of the organisation
GTH Personnel	Become an institution of choice for people wishing to volunteer in the Geeveston community	<ul style="list-style-type: none"> <li>• Establish a regular face-to-face discussion forum</li> <li>• Develop an ongoing training program</li> <li>• Hold regular social events</li> <li>• Market volunteering opportunities</li> </ul>	<p>An ever-increasing number of new volunteers</p> <p>A high level of volunteer satisfaction cited anecdotally and via survey</p> <p>A program of volunteer support and training that other institutions wish to copy.</p> <p>GTH becomes an accredited volunteer association</p> <p>Established links with other volunteer groups within the community.</p>
GTH community integration	Become a venue of choice for local community members, groups and organisations	<ul style="list-style-type: none"> <li>• Contribute to the reconciliation process with local first nations people</li> <li>• Establish partnerships with other community groups to co-host events or exhibitions</li> <li>• Work with the HVC to promote community campaigns</li> </ul>	<p>The GTH is recognised by the community as a resource for local.</p> <ul style="list-style-type: none"> <li>• Information</li> <li>• Entertainment</li> <li>• Social inclusion</li> </ul>

GTH Promotion	Further develop the “draw card” appeal of the Geeveston Town Hall	<ul style="list-style-type: none"> <li>• Market the opportunities offered by the Hall</li> <li>• Attract an array of exhibitors to the exhibition space</li> <li>• Link the visitor information centre closely to local tourist attractions</li> <li>• Provide a meeting place for a variety of local community groups <ul style="list-style-type: none"> <li>• Seek accreditation with The Tasmanian Visitor Information Network Australian (TVIN) <small>START WITH</small> and Australian Tourism Industry Council (ATIC).</li> </ul> </li> </ul>	<p>The Geeveston visitor centre is highly recommended in social media posts and other media</p> <p>There is an ever-changing program of events that attract locals, intrastate, interstate and international visitors.</p> <p>The Visitor centre is linked to other centres in Tasmania</p>
GTH Environment	Improve the amenities of the Hall internally and externally	<ul style="list-style-type: none"> <li>• Install dishwasher and glass washer</li> <li>• Upgrade security of exhibition displays</li> <li>• Explore options for using the in-house toilet facilities on level 1</li> <li>• Establish a wish list of capital works</li> <li>• Identify and pursue funding sources</li> </ul>	<p>An aesthetically pleasing space that is comfortable and inviting for community groups and visitors.</p> <p>A well-equipped Hall that can cater for a variety of events</p> <p>Facilities are used by a range of community groups</p>
GTH Funding	Maintain a sustainable income stream	<ul style="list-style-type: none"> <li>• Establish retail sales reports by category</li> <li>• Focus on the sale of local products</li> <li>• Fund a part-time operations manager</li> <li>• Determine a rental/hire fee structure that reflects the commercial value and relationship to competitors’ prices.</li> <li>• Establish criteria to differentiate between commercial and community fee structure</li> <li>• Update lease arrangements to a commercial footing</li> <li>• Identify new income opportunities to generate revenue</li> </ul>	<p>A profitable organisation that not only covers the cost of operations but is able to financially contribute to the ongoing development of the Geeveston Town Hall and the greater community</p>