

**Coochiemudlo Island  
Historical Society Inc.**

DRAFT

**Strategic Plan  
2001 - 2006**

## What is our situation now?

### Our Environment

We live on a unique and beautiful island.

We have a diverse, vibrant and talented island community.

### Our Society

In our first year the Society has achieved to following:

- We have become Incorporated, have a Constitution and achievable Objectives;
- Meet with the Redland Shire Council in relation to a Museum site;
- We have obtained a grant to carry out a Feasibility Study to establish an Island Museum and are investigating a site for a museum and grant providers;
- We are preparing a Strategic Plan and Business Plan under the guidance of the *Strategic planning Manual* of Museums Australia; CULT. RESOURCE CENTRE
- We have begun a collection program of historical documents, photographs and artefacts related to the history of the Island;
- Our members have attended museum related events such as the 2000 Small Museums Conference in Cleveland, Oral History Forum at Ipswich, and 'Be Prepared – Disaster Planning' a one day workshop by Museums Australia in Brisbane;
- Our members have visited other museums in South East Queensland to obtain information and ideas such as the Cobb & Co. Museum, Pittsworth Museum, Redlands Museum, etc.;
- We have prepared twelve display panels relating to the history and culture of the island and have presented a display at the Coochie Market Day on Australia Day and Easter Sunday as well as the three-day display at the Redland Cultural Expo; FLINDERS DAY RECENT HISTORY 1ST
- We are preparing a display for Flinders Day and the Strawberry Festival in collaboration with other Island organizations;
- And we have also sponsored the "Coochie Puppeteers," a cultural group providing entertainment and enjoyment of the community by building a puppet theatre. This group is now providing entertainment to local schools and groups under the name "Puppetry-in-Motion". → 1st

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Opportunities	Threats
<p>To gain artefacts, oral histories while descendants of pioneers are able.</p> <p>Provide an educational museum/for school excursions. <i>RESOURCE CENTRE</i></p> <p>Gain revenue from tourism to help fund museum. <i>R.C.</i></p> <p>Record island culture and environmental heritage.</p> <p>Participate in island community.</p> <p>Rapidly expanding tourism and population.</p> <p>Identifying and marking places, things and events.</p> <p>Funding organisations</p> <p>Community Hall</p> <p>Newsletters &amp; Noticeboards</p> <p>Donations</p> <p><i>* Island link in large number of daytrippers to Shire</i></p> <p><i>Improve sense of arrival, signage and information, particularly at point of arrival</i></p>	<p>Competition from other organizations for funding, grants.</p> <p>Complacency, lack of motivated members</p> <p>Lack of publicity</p> <p><i>* Increasing competition from other destinations</i></p> <p><i>Decline in facilities may be self perpetuating</i></p>

*\* 1994 Redland Shire Tourism Strategy – Coochiemudlo Island SWOT Analysis*

## What do we want to achieve?

### Our Mission

***To enrich and preserve the cultural and environmental resources of our unique island community***

### Strategic Goals

1. Establish an island cultural and environmental resource centre for the benefit of our community and tourism.
2. Collect, catalogue and preserve Island records and artefacts
3. Provide educational material and exhibitions for the benefit of the wider community.
4. Communicate the Island history and culture to the wider community.

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#### 4 Public Relations

Strategies	Time frame
4.1 Develop a vibrant and all embracing public relations program liaising with tourism bodies and involving local newspapers and tourism papers.	2001/2002
4.2 Establish a society newsletter and website	2001/2002
4.3 Provide heritage items for sale in an attractive setting.	2002
4.4 Work with neighbouring historical/ heritage societies.	Ongoing
4.5 Organise interesting, stimulating and wide-ranging interest subjects for general meetings of the Society	Ongoing
4.6 Increase membership by 10% annually	Ongoing
4.6 Develop interactive displays and hands-on exhibits in consultation with others	Ongoing
4.7 Publicise Society in local areas with specific brochures, newsletters, insertions in tourism publications, as well as personal contact and mailing	Ongoing

#### How will we know if we have succeeded?

A Business Plan will be made to control resources, finance, budget, fundraising and cash flow. Performance indicators will be established for the Key Result Area strategies and these will be monitored annually and assessed when completed.

#### Conclusion

This Strategic Plan is a measurable and practical plan for establishing a museum and cultural centre, for researching our history, for documenting current events and assisting in the provision of a rich cultural environment for our Island community.

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*RESOURCES CENTRE*

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