

Marysville And Triangle Development Group Inc. Strategic Plan



MARYSVILLE AND TRIANGLE
DEVELOPMENT GROUP

Marysville • Granton • Narbethong • Eudon • Taggerty

Signed, agreed and adopted by all the Committee on.27th November 2009

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Introduction

The Marysville & Triangle Development Group Inc. (MATDG) was formed as a community based group to represent and work for the bushfire-affected communities of the Triangle region following Black Saturday. The Triangle covers the townships of Marysville, Narbethong, Buxton, Taggerty and the hamlet of Granton. MATDG is an incorporated body with approximately 300 members and is increasingly a focal point for community planning activities and the recipient of a number of targeted and open donations for Marysville and the Triangle District. An inaugural public meeting with an open election of Committee Members was held on 13th June 2009.

Vision

MATDG's vision is to facilitate the timely and sustainable recovery and rebuilding of the communities of the Triangle area (Marysville, Narbethong, Buxton, Taggerty and Granton) to enable them to be better and stronger communities than they were prior to the Black Saturday fires of 7 February 2009. The scope of this vision includes support for rebuilding of homes, tourism, local businesses, key infrastructure and employment.

Mission

MATDG will seek community input so it can effectively represent and work closely with the Triangle community together with local aid groups, all levels of government and its agencies, philanthropic organisations and other interested parties to ensure the recovery and rebuilding process occurs better, quicker and stronger than would otherwise be the case.

Contextual background

MATDG consists of a membership base drawn from all areas of the Triangle community and is governed by an elected committee. MATDG represents the people of the Triangle no matter where they currently reside. They work with the Marysville One Community Association (MOCA) to bring together the community north and south of the divide. The committee are all unpaid volunteers and bring a broad range of skills to support involvement in the recovery and rebuilding process.

MATDG sees its Stakeholders as being:

- The Marysville and Triangle community in all its forms.
- Government at all levels. Federal, State and Local.
- The Bushfire Recovery and Reconstruction Authority (VBRRRA).
- Business groups.
- Pre-existing and new community groups
- Community welfare organisations.
- Community groups from other fire affected areas.
- Philanthropic organisations and other donors

The MATDG committee work on 7 areas of interest supported by an executive co-ordinator (Kim Wilkie full time for the first nine months, currently David Kenley in a part time capacity). The seven areas are:

- Community Wellbeing
- Business, Employment and Training (working with the VBRRRA Economic Leadership group)
- Recovery Reconstruction (working with the Community Recovery Committee- CRC)
- Communication, Consultation and Marketing

- Gardens and Landscaping
- Innovation and Sustainability
- Finance (includes donations and grants)

The relationship between these groups and the objectives and membership of the groups is represented in Attachment 1.

During the recovery and rebuilding process following Black Saturday it has become clear there are initiatives, projects and needs of the community not being met by the government or other groups established to assist in the disaster recovery and rebuilding. The role of MATDG is to work with the community to identify such situations and wherever possible work to find a solution.

In the long term after the current rebuilding has completed, MATDG must be ready to reactivate in the event of another natural disaster, or if required at any time by the Community.

Strategy

MATDG's strategy will be conducted as follows:

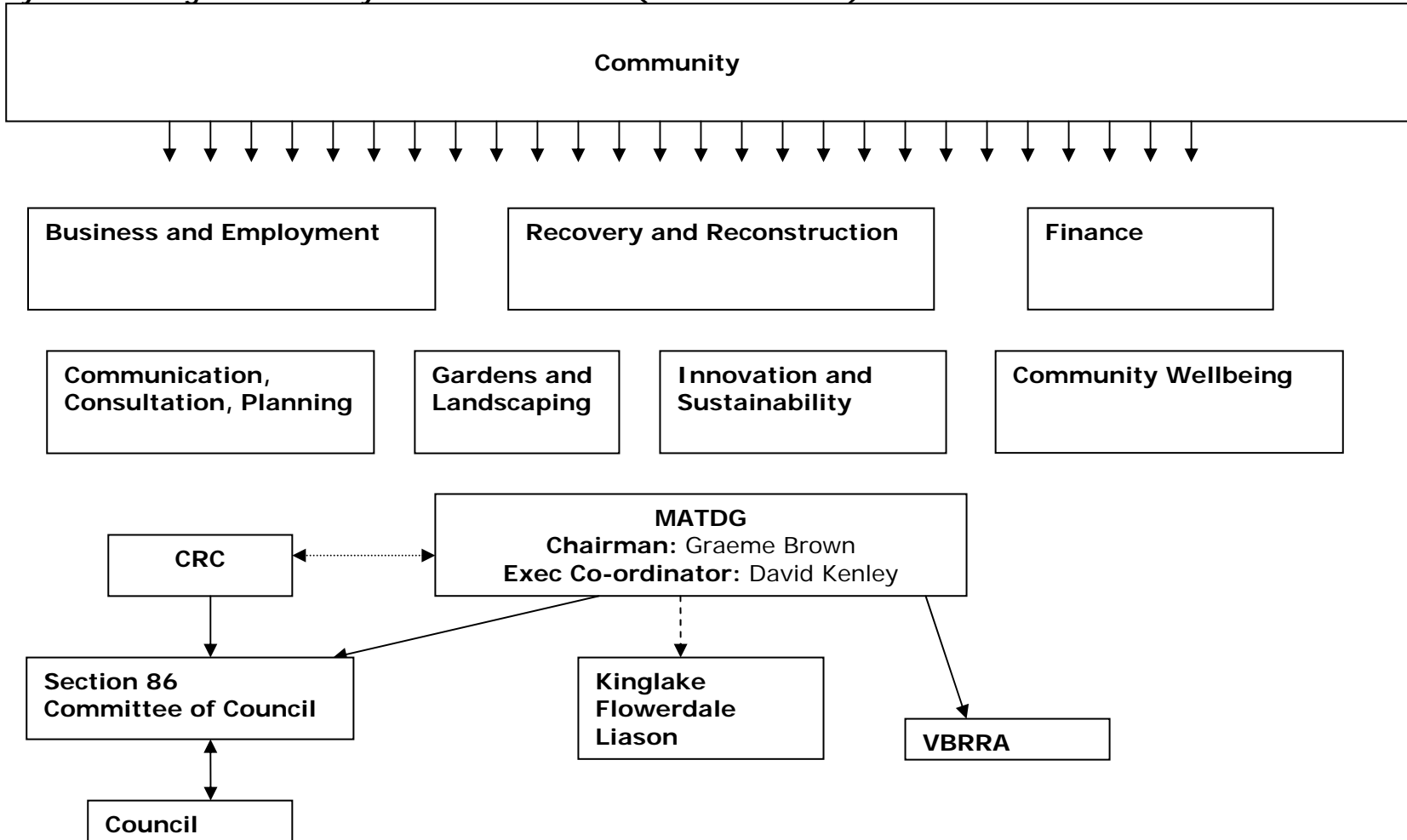
1. Work effectively with all stakeholders wherever possible to gain the best results for the Triangle community from the recovery and rebuilding process.
2. Engage with the community to identify support projects and identify projects and issues which are not being dealt with adequately by other means in the recovery and rebuilding process. Attachment 2 outlines the list of such projects current as of November 2009. This list will be subject to change, updated regularly and available to the community for their input.
3. Work with the community, VBRRA and other interested parties to prioritise, identify available resources to manage these projects and provide solutions and positive outcomes for the community.
4. This will be achieved by allocating projects to the key MATDG and community personnel for facilitation, monitoring and completion
5. Monitor other projects of community interest
6. Ensure there is a communication strategy to keep the community abreast of progress of the recovery and rebuilding process and any key issues that arise and integrate community feedback into these processes.
7. Uphold the principles outlined in the charter (Attachment 3) when undertaking these activities on behalf of the community

Summary

MATDG will work effectively with all key stakeholders- in particular the community and VBRRA- to ensure the Triangle region recovery achieves the best possible outcome for all constituents. To meet this objective MATDG's role will be focussed on project management and facilitating successful outcomes..

Attachment 1- MATDG structure

Marysville/Triangle Community consultation model (December 2009)



The Seven Key Areas for MATDG

The following represent the seven areas identified by MATDG as requiring most assistance during the rebuilding and recovery process.

Community Wellbeing

1. Objectives: To promote the recovery of the community and individuals through activities such as arts/crafts/hobbies, exercise, food, gatherings/festivals/events and community education. To promote the physical and mental health and happiness of all sectors and ages of the community. To re-establish links within the community and form new bonds. To provide activities and events to encourage residents to want to visit and rebuild, tourists to visit, benefactors to maintain their support, and developers to see such activity and re-establish the small and larger accommodation centres.
2. Stakeholders: Community members, including Lachlan Fraser, convenor of Wellbeing Subcommittee, Triangle Arts Group, headed by Julia Peddie, Marysville Cultural Community (MCC) run by Mary Souness, Dianne Gaylard, Gayle Walters & others who organised at least four concerts/entertainment evenings per year. Jane Fraga, adventure playground.
3. Specific projects/Initiatives: After school arts program. Ongoing concerts from MCC. Marysville Marathon, Nov. 8. Regular events (pre-bushfire) to continue as usual and organised by local clubs and groups – e.g. Grand Final AFL golf club event; Melbourne Cup weekend Marysville Art Show; Australia Day celebrations. Memorial garden and sculpture.
4. **Co-ordinator: Dr Lachlan Fraser, 9739-5904 or snow.doc@hotmail.com**

Business, Employment and Training

1. Objectives: To ensure the recovery of Marysville and Triangle businesses. A focus is on economic sustainability with focus on local employment and training opportunities. Work with government agencies and philanthropic organisations to bring together funding and development opportunities with minimal overlap of effort and outcomes
2. Stakeholders: Community members, VBRR, Business owners
3. Specific projects/Initiatives: Support of businesses when rebuilding, ensuring businesses have premises in which to operate (Car museum), development of the leadership group, identification and promotion of tourism opportunities during rebuilding
4. **Co-ordinator: Graeme Brown 0418149912 or gcc@virtual.net.au**

Recovery Reconstruction

1. Objectives:
 - Assist community & individual to indicate required infrastructure that is required by them
 - Endeavour to empower them with knowledge/ information, direction or process relating to their concerns so they can resolve it, both as an individual or in related groups
 - Work with the CRC, monitor progress of identified projects against the VBRRA outcome measures
 - Work with the community to progress projects which did not attract government funding
 - Encourage people blocked from achieving their outcome in creative solutions or solutions outside the square as well as good design
 - Assist people to return to living in their own home and community
 - Encourage others to settle into living & been part of our community eg builders, shire services, schools, real estate agencies, conveyancers, communications)
2. Stakeholders
 - Triangle community
 - VBRRA and other government agencies
 - Philanthropic funding bodies
3. Specific projects/Initiatives
 - Project lists have been submitted by the community to the MTCRC. MATDG will monitor the progress of the funded projects and **assist** the community to prioritise and fund the balance of the projects wherever possible. Other project are listed in Attachment 2
4. **Co-ordinator: Ken Adams 5963 3247 or info@scenicaccommodation.com.au**

Communication, Consultation and Marketing

1. Objectives

To provide information to MATDG members and the community of the Triangle area on reconstruction activities.

 - To provide information to MATDG members and the community of the Triangle area on matters that relate to bushfire recovery.
 - To consult with residents, business and other community groups and provide this information to MATDG.
 - To liaise with all government and non government organizations as required (not exclusively).
2. Stakeholders
 - MATDG committee

- MATDG members
 - Non members
3. Specific projects/Initiatives
- Develop existing website and ensure sustainability for the duration it may be required
 - Enlarge existing email mailing list
 - Develop regular newsletter.
 - Coordinate activities with other groups which are communicating regularly. (Local council, VBRRA,CRC, etc.)
4. **Co-ordinator: John Cann 039439-5368 or johncann@optusnet.com.au**

Gardens and Landscaping

1. Objectives

- To provide a means through which the enormous needs and requirements of restoring destroyed gardens of Marysville and the Triangle area may be met.
- To provide information to both volunteers and members of the community which will assist in the appropriate selection of all types of plants being reintroduced into the area.
- To consult with the many volunteer groups to formulate ways in which their donations reach the community.
- To consult with community members to determine their needs and timelines.
- To liaise with necessary government bodies if and when required.
- To consult with garden societies, clubs, nurseries and other interested parties to determine how they may provide expert advice, plants, supplies, and voluntary labour to assist the community in their restoration endeavours.

2. Stakeholders

- MATDG committee
- MATDG members
- All community members and volunteers.
- Donors

3. Specific projects/Initiatives

- To continue the development of the existing website, and maintain awareness and on-going discussions on the web site.

- To attract and keep willing local, on-the-ground volunteers.
- To participate in the design and construction of a Memorial Garden.
- To develop and maintain the nursery and establish a mechanism for fair distribution of plants

4. Co-ordinator: Judy Jans 5963 4030 or home@sigmaconsultancy.com

Innovation and Sustainability

1. Objectives

Marysville and the Triangle in the Future: Every aspect of the redevelopment of Marysville demonstrates the best possible sustainable design practices, making it a model town where people benefit from its sustainable social, environmental and economic development. The Triangle community considers sustainability as a high priority in all of its development plans.

2. Stakeholders

- Marysville and Triangle communities
- Funding / compliance bodies including all levels of government and departments with building infrastructure. In the Marysville and Triangle these are; Sustainability Victoria; tourists and visitors; educational and research institutions; the planet.

3. Specific projects/Initiatives

- Marysville as a model town demonstrating sustainable practices:
- All public buildings have as a minimum, solar hot water and solar power generation as well as meeting 5 star sustainability ratings
- All community members who rebuild have information and support to enable them to make sustainable choices about their building plans
- Public spaces are designed with best practice sustainable initiatives – social, environmental, economic
- Sustainability as an education focus from primary school to investment by tertiary institutions, in research into sustainability and environment in the area to teaching about sustainability at all levels of community.
- Demonstrate that carbon neutrality is feasible and compatible with prosperity and quality of life.
- Encapsulating sustainability as a tourism drawcard in the Triangle by developing one or two major attractions that use and promote innovative and sustainable concepts
- Community permaculture garden and greenhouse

4. Co-ordinator: [Rita Seethaler](mailto:rita.seethaler@tuti.com.au), 5774-7617, rita.seethaler@tuti.com.au

Finance

1. **Objectives:**

- To ensure the financial viability of MADTG.
- To identify funding opportunities for redevelopment of the Marysville and Triangle region.
- Donors are to be matched with specific projects and feedback provided on the projects and their outcomes

2. **Stakeholders**

- Triangle community, MATDG committee, donors and philanthropic organisations

3. **Specific projects/Initiatives**

- Identification of available funds
- Develop relationship with VBRRA to ensure best match of funds with projects
- Feedback to donors on how the funds have been spent

4. Co-ordinator: **Jim Roennfeldt** 57747575 or roennfeldt1@bigpond.com

Attachment 2- MATDG Projects

MATDG have identified specific projects of value to the community to monitor and promote. These are:

Project	MATDG role	Advisory group	Responsible	Project manager
Submission of key issues to government and opposition <ul style="list-style-type: none"> Part time residents Business support 	Development of submission	MATDG	Graeme/Vicki/ John Graeme/David/EY	
Process for identification of key areas for redevelopment for MATDG focus <ul style="list-style-type: none"> Bioenergy Plant Performing Arts Centre Bushfire Education Centre Global Learning Village Entrepreneurship Opportunities Tertiary College 	Work with VBRRA to bring together interested parties/ Development of list	MATDG	David Nigel bell Vicki Graeme Graeme/Jim	
Identification of land for a technology park within the Triangle	Facilitation	MATDG/Council	Graeme	
Corporate governance	Determine appropriate Corporate Governance policies for MATDG	Finance	Jim/EY	
Reflective garden	Facilitation	Gardening/ landscaping	Judy/Lachlan	
Shrine for animals	Facilitation	MATDG	Judy	
Nursery	Support- financial and volunteers	Gardening/ landscaping	Judy	Lorraine

Input into discussion paper on emergency response improvement,	Facilitation and input	MATDG	David/Doug/ Graeme	
Development of historical photo walk	Facilitation/funding	MATDG	Vicki	Sue Hodges
Installation of Lone Pine into Baradine Park	Facilitation	MATDG/RSL	Judy/Nick Jans	

Attachment 3- MATDG Charter

Purpose: This Charter is a statement of aims, purposes and guiding principles to direct the behaviour , decisions and actions of the Marysville and Triangle Development Group (MATDG).

It is a promise to the Marysville and district community, and all stakeholders, from MATDG that it will conduct itself in accordance with its aims and principles.

Who is MATDG? MATDG is a volunteer, not for profit, incorporated association, originally made up of elected community leaders who recognised a need for an organisation that could represent the communities needs in the early days after the fires of February 2009. Since that time MATDG has expanded to have representation from a broad range of community organisations and groups including Council, business, Lake Mountain, Marysville weekenders, Cultural Community, Lions, Australian Childrens Trust, Mystic Mountains Tourism, Chambers of Commerce and Progress Groups.

MATDG Committee members are solely driven by altruism – there must be nothing in it for any of them.

MATDG's Vision:

- (1) To assist and facilitate the speedy and complete recovery of the Marysville & Triangle community.
- (2) To make Marysville and the Triangle a wonderful place to live, visit and work.

Stakeholders: MATDG sees its Stakeholders as being:

- The Marysville and Triangle community in all its forms.
- Government at all 3 levels. Federal, State and Local.
- The Bushfire Reconstruction and Recovery Authority.
- Businesses and Business groups.
- Community welfare organisations.
- Community groups from other fire affected areas.

MATDG's Principles: MATDG undertakes to 'live' by the following principles in serving the local community and interacting with each other.

- MATDG will at all times have the best interests of the Marysville and Triangle community's upper most in its mind as the driving force behind all decisions and actions. We will constantly ask ourselves the question "Is what we are contemplating in the best interests of our community?"
- MATDG will be strictly apolitical, setting aside self interest, animosities, personalities, ego or any other distraction from its service to the community.
- MATDG will be fearless in protecting and fostering the interests of the local community.
- MATDG will have as its principal purpose the rebuilding of Marysville and the Triangle, physically, spiritually, emotionally and economically.
- MATDG will be honest, fair, open with each other and professional at all times.

- MATDG will admit its mistakes and openly seek to rectify them.
- MATDG will sustain the best possible level of communication both into and out of the community utilising all the resources at its disposal.
- MATDG members will show respect for each other.

MATDG's Aims:

- MATDG aims to use its networks, skills and resources to help all sections of the local community realise their ambitions.
- MATDG aims to be as accessible and user friendly as possible.
- MATDG aims to be an efficient conduit between community needs and those agencies that can provide those needs.
- MATDG will work to facilitate the timely provision of assistance and services.

Feedback and Accountability: Bearing in mind that MATDG is a volunteer organisation comprising people who are dedicated and doing their best, if our efforts fall short of your expectations and our promises to you, as set out in this Charter, then please let us know by contacting us via our web site at <http://www.marysvillecommunity.net/> . Alternatively please feel free to write to our Secretary c/o 41 Dyes Lane Buxton 3711, or join us at our regular community meetings and help us do better.