

## HCSA role

The Hallett Community and Sports Association Inc is a volunteer, not-for-profit association with three key functions:

1. Maintain Council-owned community assets that are leased to the HCSA
2. Facilitate social connectivity, wellbeing and inclusion for the Hallett and Districts community
3. Support economic development and a diverse, resilient local economy

We have three ways of achieving this:

### Drive

Some activities are ours to 'drive'. This means we are responsible for organising (if not necessarily funding) them. An example is maintaining the Hallett Hall – we look after the day-to-day management and maintenance of the Hall, and collaborate with the Regional Council of Goyder to plan major works and asset management.

### Facilitate

As the lessee of Council-owned land and facilities, we are keen to encourage their use and we do this by facilitating community initiatives such as Ladies' Day. In practical terms, this means that people will ask the HCSA to use our facilities (e.g. Hall, golf course, land at the swimming pool precinct) for social and recreational activities (such as Ladies' Day, informal golf) and we enter into an agreement that sets out each party's roles and responsibilities so that they can get on and do it, and the HCSA is comfortable that risks are managed.

### Promote

Some things are outside of our control, but we can still influence them. An example would be the proposed bike trail from Burra to Hallett. It's a great idea, but not one we can activate on our own. However, we can liaise with other towns, be involved in working groups, lobby, and help write grant applications. These 'promote' ideas are generally big and long-term, but sometimes they're successful.

#### Our strategic plans

This is the third major revision of our Strategic Plan. The first one was developed in 2010, and it was updated in 2012 and 2017.

During the past decade, largely due to our ability to demonstrate good planning and excellent delivery, Hallett has received nearly \$1m in grant funds.

Getting the money is the easy bit. If it weren't for the dedication, skills and very hard work done by the Hallett community, we wouldn't have achieved half of this.

**Please provide feedback on the Draft Strategy by 30/4/21 to [kristine@kppm.com.au](mailto:kristine@kppm.com.au)**

## Developing our Strategic Plan

The HCSA's Strategic Plan was developed through extensive consultation and refinement:

1. Asking the community to discuss ideas to be included.
2. Reviewing our current (2017-2021) Strategic Plan.
3. A community meeting to share ideas.
4. Development of a Draft Strategic Plan (2021-2023) for consideration by the HCSA Committee (checking that we can realistically achieve all the things that are in the Draft Plan)
5. Distributing the Draft Strategic Plan (2021-2023) to the community and Council for comment.
6. Incorporating feedback and finalising the Strategic Plan (2021-2023).

A good strategic plan is a 'living' document, it should be updates as things change around us (e.g. COVID), and as we achieve the early goals.

## What have we achieved since 2017?

Maintain the Hall	✓	Encourage community involvement and volunteering	✓
Mow oval and public areas	✓	Maintain HCSA website and Facebook page	✓
Develop a forward maintenance plan with Council	✓	Connect with other CMCs	✓ (more to do)
Determine the use of the golf course	✓	Arrange CPR training for pool key holders	✓
Liaise with Council re road/footpath repair	✓	Maintain the "Move to Hallett" campaign	✓
Upgrade signage	✓ (more to do)	Investigate social enterprise opportunities	✓
Finish development of Pool Precinct	✓	Liaise with the Mid North Knowledge Partnership	✓
Upgrades at the Rec Ground	✓ (more to do)	Be open to major events	✓
Entrance statements/signage	✓ (more to do)	Activate marketing "Hub of three great trails"	✓ (more to do)

As well as all that, we capitalised on a small opportunity that grew into a major one and led to the development of the Hallett Community Hub. Not only did we gain a purpose-built community recreation facility, we developed project management and governance skills that led to increased committee involvement by the next generation. Big ticks and congratulations all round!

## Priorities

The Hallett community identified the following priorities:

1. Upgrading the Recreation Ground as a highly-desirable camping and holiday destination for families, including improved camping facilities, activities for children, better connection to Hallett businesses, and reinforcing the ‘Hub of Three Great Trails’ brand. [Drive]
2. Redesigning the Hallett Memorial Gardens (next to the Hall) to make them more usable and attractive. [Drive]
3. Making it easier for community members to use the Hall and other town assets by simplifying and promoting the application and management arrangements. [Facilitate]
4. Using murals on public and private buildings to tell the story of the District, and create a draw-card for visitors. [Facilitate]
5. Supporting the development of a bike track from Burra to Hallett (and possibly to other towns in the district) to activate the Recreation Ground, support business, and capitalise on the region’s position as a cycling destination. [Promote]

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*New ideas and priorities are likely to come out of the consultation and refinement process.*

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## Why only three years?

A Strategic Plan should be as long as it needs to be. This plan includes some major planning (e.g. Town Master Plan, Rec Ground development). Until we know the outcomes of those plans, we can’t set detailed tasks. However we have enough direction to keep busy for the next couple of years, and will update the Strategic Plan in 2023 to reflect the things we’ve achieved, and set goals for actions that come out of the big plans.

## Objective 1: “Go make it happen”

*The aim of this objective is to make it easier for the community to access Hallett facilities for social and recreational activities.*

What	When	Responsibility
Develop simple application forms and processes and make them easily available	June 2021	HCSA committee
Develop a poster that shows the spaces and facilities available for community use and promote it widely	June 2021	HCSA committee
Use case studies to illustrate how the community might use Hallett facilities	June 2021	HCSA committee
Encourage the community to share ideas with the HCSA to assist them to get going	Ongoing	Everyone
Liaise with the Hallett Community Hub Inc so that Hub facilities are also included	Ongoing	HCH committee (HCSA is on HCH c'tee)
Provide information about relevant grant programs on the HCSA Facebook page	Ongoing	HCSA committee
Monitor community interest in newsletters and similar communications and provide supplementary bulletins as needed	Ongoing	HCSA committee
Encourage and support volunteering, both in the formal sense (e.g. being on committees) and the informal (e.g. organising community activities and events)	Ongoing	HCSA committee
Review “Go make it happen” program and refine as needed	June 2022	HCSA committee

### How it will work

A group of people have an idea about a new activity. They download the application form from the Hallett website and bring the completed form along to a HCSA committee meeting.

The application is discussed so everyone has a good idea of what’s proposed. We document the arrangements re use, risk, funding, reporting (if necessary).

The group proposing the idea signs a simple agreement, and they can get on with their idea.

### People have suggested:

- Activating part of the golf course
- Displaying community art
- Oval and outdoor events
- Entrance statements
- BMX track
- Locked cabinet in the Hall to store materials for regular users
- Social gatherings with guest speakers
- Pilates, yoga, karaoke in the Hall

## Objective 2: A camping holiday destination

*The aim of this objective is to continue the upgrade of the Recreation Grounds to capitalise on the increased level of domestic travel as a result of COVID, and make the Rec Grounds an active and entertaining space to complement the Hallett Community Hub and provide improved facilities and amenities for locals and visitors.*

What	When	Responsibility
Develop a short questionnaire to guide conversations with Rec Ground visitors to find out why they came to Hallett and what they would like to see at the Rec Grounds in future	August 2021	HCSA committee
Use the camper survey to inform an updated Recreation Grounds Master Plan (developed in collaboration with the Hallett Community Hub) to include upgraded camping (e.g. power, fire pits), activities (e.g. netball and basketball hoops) and landscaping (e.g. 'greening' parts of the site)	March 2022	HCSA committee, HCH committee
Develop a forward plan for funding of works that cannot be done by volunteers, and monitor and apply for grants to deliver these works	June 2022	HCSA committee
Organise town working bees to clean up and prepare the site for works that require specialist skills, equipment or funding	Ongoing	HCSA committee "Go make it happen" groups
Develop a brochure about Hallett based on the facilities at the Rec Grounds, and things to do in the district; promote the Rec Grounds via VICs, tourism operators, camping websites/apps, the Hallett website, and social media	August 2022	HCSA committee
Undertake research into the best use of murals on public and private buildings to increase the appeal of Hallett as a tourist destination and driver of economic activity	August 2022	HCSA committee "Go make it happen" groups
Capitalise on the use of the "Hallett: Hub of three great trails" brand to establish Hallett as a tourist destination	Ongoing	HCSA committee, Hallett businesses
Supporting the development of a bike track from Burra to Hallett	Establish feasibility by June 2023	HCSA with regional partners

### Attracting visitors

The more visitors, the more money comes into our district. If we can generate demand, we are likely to see new businesses, which in turn makes Hallett a more attractive destination for visitors and new residents.

### Objective 3: Maintain and develop community assets

*The aim of this objective is to maintain, upgrade and community assets (such as the Hall) to maximise current use and preserve our assets for future generations.*

What	When	Responsibility
Maintain HCSA-leased assets (such as the pool and Hall) in good condition so that they are available to the community	Ongoing	HCSA committee and community volunteers
Redesign the Memorial Gardens so they are more suitable for picnics and other passive recreation	June 2022	HCSA committee and community volunteers
Undertake a Disability Access audit and identify assets that require upgrading, monitor funding/grants for upgrades	March 2022	HCSA committee
Undertake a signage audit for wayfinding and promotional signage and develop an implementation plan	March 2022	HCSA committee
In collaboration with the community, Hallett Community Hub and Council, develop a Town Master Plan that sets out the best location for town assets, including funding action plan	June 2022	HCSA to drive, HCH and Council involved
Maintain an HCSA position on the Hallett Community Hub committee to ensure good cross-functional communications	Ongoing	HCSA representative
Ensure 'mothballing' arrangements for the Hallett Golf Course are flexible enough to allow activation if there is sufficient community interest	Ongoing	HCSA committee
Monitor opportunities for funding to restore the Grandstand	Ongoing	HCSA committee
Continue to lobby Council for trees to be reinstated on the eastern side of Alfred Street	Ongoing	HCSA committee
Continue to notify Council of the need for repairs of roads, footpaths and other Council-owned assets through Minor Works Requests	Ongoing	HCSA committee + anyone can submit a MWR
Monitor problems with traveller (particularly truckie) use of roadsides for toilets and advise Council/Dept Transport to encourage more hygienic solutions	Ongoing	Community/HCSA

#### Why a master plan?

Hallett has two recreation 'nodes', the Swimming Pool Precinct, and the Recreation Grounds/Golf Course/Hallett Community Hub. Families are telling us that this makes things difficult as they have to choose which facility to use.

A Town Master Plan will consider all public/community spaces in Hallett, and how they work together. It will give us a better idea of our priorities in maintaining or replacing important assets, and help us access grant funds to implement the plan.

## Objective 4: Move to Hallett

*The aim of this objective is to continue to make Hallett an attractive option for people looking for somewhere wonderful to live, or to set up business. Our website is the visible face of the ‘Move to Hallett’ campaign, but it’s welcoming locals that make the difference.*

What	When	Responsibility
Actively seek out and include new residents in town activities	Ongoing	Everyone
Continue to maintain the <a href="http://www.hallettmidnorth.com">www.hallettmidnorth.com</a> website to attract new residents and businesses	Ongoing	HCSA committee
Promote the website via word-of-mouth, social media and in ‘tree change’ and tourism promotions and publications	Annual review of promotion (Sept)	Everyone
Be open to opportunities to hold events in Hallett that will bring people into the town	Ongoing	Everyone
Include a Hallett Community Hub page on the Hallett website to keep people up to date with activities at the Hub	November 2021 and ongoing	HCSA committee Input from HCH
Connect with visitor information services (VICs) and ensure Hallett is included in relevant tourism strategies and promotions	Ongoing	HCSA committee

### Where are the people?

To visitors and newcomers, a small country town is a bit like that old song “A desert with its life underground”- you can’t walk down the street and see what’s really going on.

We are fortunate in having welcoming shops and the pub, but life’s more than that.

One of the main reasons Hallett has been so successful in attracting new residents is that we make them feel part of our community – we invite them into our homes and our lives.