

Bellinger River Agricultural Society Inc

A Vision Statement for the Bellingen Show

A Vision Statement for the Bellingen Show expresses not only what the Show means to the Society but also what it delivers to the community that supports it. The Society's vision for the Bellingen Show is that it be:

"A sustainable, inclusive community event which reflects the past, celebrates the present and looks to the future."

In achieving this vision, the Show will seek to ***engage, entertain and educate*** the people of the Bellingen Shire.

Bellinger River Agricultural Society (BRAS) Strategic Plan 2020–24

The BRAS Strategic Plan identifies the key processes involved in meeting the Society's vision for the Show. It provides a framework for identifying operational components, setting priorities and establishing performance measures. For the Bellingen Show, seven key strategic processes have been identified:

governance, compliance, succession planning, diversity, marketing, finances and sustainability.

Governance

Objective: To have an ongoing commitment to a quality, transparent and responsive decision making process (1)

Key Activities:

- Maintain an efficient and effective Show (Executive) Committee (1.1)
- Maintain a system of Sub-Committees with clearly defined, delegated responsibilities (1.2)
- Ensure that there is a clear definition of all roles and responsibilities at all levels within the Show organisation (1.3)
- Undertake a regular planning process to review and set short, medium and long term priorities for the Show (1.4)
- Maintain an active volunteer development and support program (1.5)
- Maintain effective liaison with the Showground Land Management Board to ensure that showground facilities meet BRAS requirements, now and into the future (1.6)

Compliance

Objective: To meet all our legal responsibilities in relation to the Society, its members and volunteers, and the Show patrons (2)

Key Activities:

- Ensure that the Constitutional requirements of the Bellinger River Agricultural Society Inc are adhered to and implemented in an efficient and timely manner (2.1)
- Ensure that comprehensive risk management plans are in place for all show activities (2.2)
- Develop, review and regularly update an emergency response plan for the Bellingen Show (2.3)
- Ensure that all necessary licences and insurance declarations are current prior to the show (2.4)
- Complete all registration, audit and reporting requirements within required time frames (2.5)

Succession Planning

Objective: To build strong relationships and grow our membership into the future (3)

Key Activities:

- Initiate clear Executive and Secretariat tenure arrangements (3.1)
- Facilitate ongoing recruitment of new Show Committee and Sub-committee members with appropriate expertise (3.2)
- Develop an active volunteer recruitment program (3.3)
- Provide appropriate level of support and recognition for all volunteers and BRAS members (3.4)

Diversity

Objective: To maintain a diverse range of activities and displays that will ensure our Show remains relevant and attractive to the local community (4)

Key Activities:

- Review and assess all core activities, displays and special events to ensure their continuing relevance with respect to meeting BRAS strategic aims and objectives (4.1)
- Identify and encourage displays and demonstrations by community that are compatible with BRAS aims and objectives (4.2)
- Identify trade displays that meet BRAS requirements for Show patron relevance (4.3)
- Encourage participation by food/merchandise outlets that provide quality and value for Show patrons (4.4)
- Identify and include appropriate educational displays and demonstrations in the Show schedule (4.5)
- Identify a range of performers for the Show entertainment that meet BRAS requirements in relation to showcasing local talent (4.6)
- Identify new special events that have the potential to raise community awareness of and increase participation in Show activities (4.7)
- Negotiate with sideshow operators to ensure that sideshows continue to meet Show patron expectations and BRAS requirements for whole of Show safety (4.8)
- Collaborate with other regional shows where appropriate (4.9)

Marketing

Objective: To raise the profile of our Show both within and beyond the local community (5)

Key Activities:

- Develop cost effective marketing avenues to advertise the show within and beyond the local community. (5.1)
- Develop cost effective approaches to identifying and accessing target groups in the community (5.2)
- Use social media and the Show website to access identified target groups (5.3)
- Develop membership packages (benefits and information) to encourage membership of BRAS (5.4)

Finances

Objective: To ensure the financial viability of our Show into the future (6)

Key Activities:

- Initiate a risk assessments process to determine an appropriate level of financial reserves for BRAS into the future(6.1)
- Develop budget arrangements that ensure a positive cash flow and the maintenance of agreed contingency funding targets (6.2)
- Develop and implement a transparent process for allocating Society funds in excess of agreed contingency level to key activity areas (6.3)
- Identify and access grants for new and ongoing BRAS initiatives (6.4)
- Seek sponsorship arrangements to assist in the support of all Show sections (6.5)
- Encourage community and trade donations to support prize levels in all Show sections (6.6)
- Ensure that fees and charges are consistent with cost of living indices in the local economy (6.7)
- Maintain Show assets and liaise with the Showground Trust to ensure that essential infrastructure is maintained/developed to meet ongoing and future BRAS requirements (6.8)

Sustainability

Objective: Through consideration of economic, societal and environmental issues ensure that the Show creates lasting value and builds public support within our community (7)

Key Activities:

- On a regular basis review all show objectives, activities, and infrastructure requirements to ensure they are consistent with agreed sustainability objectives (7.1)
- Engage with stakeholders to ensure awareness of and support for show aims and objectives (7.2)
- Set long and short term sustainability targets and where possible set key performance indicators (KPI's) to facilitate assessment of progression to attaining objectives (7.3)
- Collect data on show activities to support assessment of KPI's (7.4)
- Provide feedback to society members, volunteers and stakeholders on progress towards meeting agreed objectives (7.5)

BRAS Operational Plan 2020-21

The Operational Plan is the link between the strategic objectives and key activities outlined in the Strategic Plan and the objectives and operational requirements of the current show activities. The current show activities include the following:

Creative

- Graphic Art – *E.J. Mantova*
- Photography
- Pavilion Displays

Agricultural Displays & Competitions

- Cattle
- Dairy
- Poultry
- Horses
- Woodchop
- 'Guess the weight' competition
- Specialist workshops (e.g. Show cattle preparation)

Community Engagement & Education

- Displays/stalls run by community and special interest groups
- School displays
- Skills displays (e.g. Blacksmiths, Men's Shed)
- Shopwindow Competition
- Cooking Demonstrations

Food & Beveridge

- Show-run outlets
- Commercial outlets

Entertainment

- Mongrel Dogs
- Young Farmers Challenge
- Partner Carrying Competition
- Entertainment Tent
- Grand Parade
- Sideshows
- Saturday Night Music
- Special events

Trade Stalls

- Displays/information
- Direct sellers