Community Asset Committee

(Insert Name)

Business Plan

**Prepared:** (Insert Date)

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# **The Business**

**Community Asset Name:**

**ABN:** If Applicable

**Community Asset location:**

## Services Provided

##

|  |  |
| --- | --- |
| ***Service name*** | ***Brief service description*** |
| *Example: Hall Hire* | *Hall hired to community for functions* |
| *Example: Farmers market* | *Farmers conducted on a quarterly basis* |
|  |  |

**Market position**:

*Are there other facilities/organisations that offer similar services in your location?*

**Current Demand:**

*What is the current usage of the asset?*

**Anticipated demand**:

*Has the demand for your services increased/decreased/stayed the same?*

**Pricing strategy**:

*How do you decide on charges?*.

**Value to customer**:

*What about the asset provides value to the customer? Example: the facility has a commercial kitchen, an accessible toilet and plenty of parking.*

**Growth potential**:

*Is there growth potential and if yes how?*

## Insurance

Covered by Colac Otway Shire Insurances

##

## Legal considerations:

*What are the legal considerations? Example: Occupational Health and Safety, Accessibility.*

## Quality control:

*Do you have a process to ensure the facility meets the needs of its customers?*

## Memberships & affiliations:

*Are you member of other groups? Example: Tennis Victoria*

##

## Risk Management

| Risk | Likelihood | Impact | Strategy |
| --- | --- | --- | --- |
| *Example: Not accessible to wheelchairs/walkers* | *High* | *High* | *Lobby Council to increase accessibility* |
| *Example: Lack of Committee members* | *Low* | *High* | *Advertise for and recruit new members* |
|  |  |  |  |
|  |  |  |  |

##

## Our competitors

| **Competitor** | **Strengths** | **Weaknesses** |
| --- | --- | --- |
| *Example: Hall XYZ*  | * *Commercial Kitchen*
* *Sealed parking*
 | * *Dirt road access*
* *Not well sign posted*
 |
| *Example: School ABC* | * *Large, modern facility with new hall*
 | * *Not accessible during school hours*
* *High hire cost*
 |
|  |  |  |

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| *Example: Good committee who attend meetings regularly* | *Example: No commercial Kitchen* |
|  |  |
|  |  |
|  |  |
| **Opportunities** | **Threats** |
| *Example: Upgrade to commercial kitchen* | *Example: Ageing committee and no succession planning* |
|  |  |
|  |  |
|  |  |

# **SWOT Analysis**

# **The Future**

## Vision statement

*What is your business' vision statement? It should briefly outline your future plan for the business and include your overall goals.*

## Mission statement

*What is your business' mission statement? I.e. how will you achieve your vision?*

##

## Action plan

|  |
| --- |
| **What Action Is to be Undertaken:**  |
| **Why is this Action Important (Cost/Benefit):**  |
| **How will this action be achieved?** | **Who will help achieve this** | **By when** |
|  |  |  |
|  |  |  |

|  |
| --- |
| **What Action Is to be Undertaken:**  |
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|  |  |  |
|  |  |  |
|  |  |  |