



2020-2025

Strategic Plan

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A group of people are seated around a long wooden table outdoors at night. The table is set with plates, glasses, and bottles. Several large, glowing lanterns are placed along the table, providing warm illumination. The background is dark, with some greenery and small, out-of-focus lights visible. The overall atmosphere is intimate and communal.

**A strong, united,
prosperous and
vibrant business
and community
landscape.**

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Introduction

The Riddoch Business and Community Association (RBCA) is located in the Penola and Coonawarra district of the Wattle Range Council area of the Limestone Coast.

RBCA represents and advocates on behalf of businesses, industry, community organisations and individuals, acting as a conduit to local and state governments.

The RBCA is a not-for-profit incorporated organisation run by volunteers aiming to create an innovative and vibrant local economy for the Penola and Coonawarra district by unlocking the potential of our members and fostering the growth and leadership capabilities of our community.

Vision

A strong, united, prosperous and vibrant business and community landscape.

Mission

The RBCA is committed to furthering and protecting the interests, needs and aspirations, of our district, ultimately improving the liveability of our district to benefit the generations of today and tomorrow.

Objectives

We aim to achieve our vision through the following objectives:

- thorough and regular consultation with the community;
- giving back to the community;
- promoting member businesses and organisations to the wider public;
- encouraging and promoting local trade;
- exchanging knowledge/opportunities and fostering collaboration between members;
- encouraging visitation;
- assisting with and promoting community, business and government investment opportunities and ideas available in the district;
- promoting our district as a location of choice to live for population growth;
- fostering multi-generational leadership and encouraging volunteerism and acts of kindness;
- leading as a business and community representative body and acting as a conduit for members where applicable, in a non-political, non-sectarian manner.

| Pillars | Objectives | Actions |
|------------------------|--|---|
| Economic Growth | Promoting member businesses and organisations to the wider public | <ul style="list-style-type: none"> ■ Creating and sharing of good news stories via social media (8 per month), member newsletter (1 per quarter) and media releases (1 per month); ■ Regularly maintaining and promoting the member directory on the RBCA website. |
| | Encouraging and promoting local trade | <ul style="list-style-type: none"> ■ Educating community members as to the importance and benefits of shopping locally through social media, marketing campaigns and media releases; ■ Providing 'shop local' window decals to members; |
| | Encouraging visitation | <ul style="list-style-type: none"> ■ Promotion of Penola and Coonawarra as a vibrant destination of choice on social media through the use of organic posts and paid advertising; ■ Creation of one videography and/or photography marketing campaign per year; ■ Creation and maintenance of example itineraries highlighted through social media and the RBCA website; ■ Work closely and communicate regularly with the Penola Coonawarra Visitor Information Centre; ■ Work closely and communicate regularly with the Coonawarra Grape and Wine and other industry and community organisations; ■ Establish and maintain strong relationships with the Limestone Coast Local Government Association (LCLGA); ■ Refresh the RBCA website annually with new photographs and or videography. |



| Pillars | Objectives | Actions |
|---------------|---|--|
| Collaboration | Exchanging knowledge/ opportunities and fostering collaboration between members | <ul style="list-style-type: none">■ Dissemination of opportunities for members including information on grants, networking, and professional and personal development opportunities via email and RBCA's closed Facebook group;■ Hosting of two networking breakfasts per year;■ Hosting of one networking evening drinks and nibbles per year which includes a member speaker;■ Celebrate excellence in our district through the hosting of an annual Outstanding Business and Community awards event. |
| | Assisting with and promoting community, business and government investment opportunities and ideas available in the district | <ul style="list-style-type: none">■ Work closely with the Wattle Range Council and elected members to be informed of investment opportunities in our district and assist where practical and possible by providing suitable connections and communication;■ Establish relationships with Business SA, the Australian Chamber of Commerce and Industry and other relevant regional bodies;■ Include a wish list of investment opportunities and ideas on the RBCA website;■ Support community organisations and local business and industry in approaching or lobbying local, state and federal government with regards to future investment or development. |



| Pillars | Objectives | Actions |
|--------------------------------------|---|--|
| Collaboration (continued) | Thorough and regular consultation with the community | <ul style="list-style-type: none">■ Survey members annually through email/web to identify needs and issues, to then work with Wattle Range Council and elected members to make suggested improvements to the district, based upon member feedback early in the calendar year (before Council budgets);■ Consult the wider community annually in order to update the Community Town Plans;■ Encourage regular member feedback through emails for continuous improvement;■ Create an evolving community wish list, issues and feedback list on the RBCA private Facebook group; |



| Pillars | Objectives | Actions |
|-----------|--|---|
| Community | Fostering multi-generational leadership and encouraging volunteerism and acts of kindness | <ul style="list-style-type: none">■ Initiate conversations with community groups and schools around leadership development and how to further encourage volunteerism and acts of kindness amongst our community including effective volunteer succession plans;■ Dissemination of opportunities for leadership development via email and RBCA's closed Facebook group;■ Encourage up to two positions on the executive for youth committee persons;■ Initiate a multi-generational leadership program in the district. |
| | Giving back to the community | <ul style="list-style-type: none">■ RBCA will choose a Charity Partner annually. Selection of the Charity Partner will be made to ensure any fundraising efforts will go towards outcomes in the Riddoch ward.■ We will support community organisations in their endeavours to fulfil their vision and goals. |



| Pillars | Objectives | Actions |
|----------|--|--|
| Advocacy | Leading as a business and community representative body and acting as a conduit for members where applicable, in a non-political, non-sectarian manner | <ul style="list-style-type: none">■ Establish and maintain strong relationships with Wattle Range Council and our elected members;■ Establish and maintain strong relationships with Regional Development Australia Limestone Coast (RDALC);■ Establish and maintain strong relationships with our local MPs;■ Provide support and suggest relevant government or business contacts to local businesses and community organisations where required;■ Communicate to members through email and the private Facebook group with regards to appropriate opportunities, threats or general public announcements of relevance;■ Provide a clear position on public issues, being a strong and credible voice for business and community in the district. |

| Pillars | Objectives | Actions |
|-------------|--|--|
| Liveability | Promoting our district as a location of choice to live for population growth | <ul style="list-style-type: none">■ Develop a welcome to district new residents informational package as a downloadable document from our website;■ Develop a series of photography and/or videography case studies of people who have moved to our district. |



A flourishing economy (including farms, wineries, retail, property and service businesses), increases our social infrastructure capabilities and services (such as healthcare, banking, sports clubs, schools) which results in a strengthened community and improved way of living.

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Riddoch Business and Community Association is for, and will benefit, everyone in our community.

Riddoch Business and Community Association
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We acknowledge the Bungandidj (Boandik) people of the Penola Coonawarra district as the traditional owners of our land.