



**Lifestyle Dookie**

# **Business Plan**

**2006 - 2008**

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## 1. Lifestyle Dookie Profile

- A group of *local* women with a passion for Dookie.
- Evolved from the Dookie Development Forum community meetings and the subsequent strategic outline identifying the need to brand and promote Dookie.
- Comprised of 25 members with a working body of 10. Open to all community.
- Devoted to promoting and building the emerging wine, food and tourism ventures in the Dookie District.
- Committed to improving the quality of lifestyle in the Dookie district and building the Dookie brand.
- Identified a vision for the enterprising Dookie community and the exciting direction we can all take to get there.

## 2. Our Vision

The vision of Lifestyle Dookie was articulated by members at a business planning meeting in 2005. The essence of this vision is to make Dookie a better place to live, visit and do business:

- ✚ I see Dookie as a place where people from nearby regional centers may visit for a day or an evening for fine food, wine and entertainment.
- ✚ Maybe there will be a small gallery showing work by the many local artists.
- ✚ Tourists passing through Shepparton will visit local Dookie attractions and perhaps stay over in a B&B.
- ✚ Develop the Dookie township as a wine and food town.
- ✚ Dookie - A University Town.
- ✚ Build our main street to be something we are proud.
- ✚ Possibly renovate our General Store and add a bakery / café to our main street.
- ✚ Make Dookie a local place to visit on a weekend for a drive.
- ✚ Place to meet up with friends for a good meal or drinks/coffee.
- ✚ Accommodation for family and friends – nice but not too expensive.
- ✚ Dookie Show to keep going – new ideas and members for the committee.
- ✚ Good complex to hold functions – yes this is on the go already.
- ✚ I would love Dookie to be a destination for people seeking a great dining experience – whether it is fine dining with locally produced food and wine, or a specialty hamper for a picnic in scenic lavender fields at the foot of historic Mt Major.
- ✚ I would love to hold an annual event that no-one would want to miss and also be able to wonder down to a great little café in the main strip for some good coffee and soul music whenever I felt like it.
- ✚ Website – Lifestyle Dookie and Branding of Dookie–Creating a strong identity including motto such as ‘Dookie by Day or Dusk’
- ✚ Development of Tourist Trail – Walks/Bike Tracks/Winery walkabout/Olives/Lavender
- ✚ Improvement of local gardens

- ✚ It is possible to see the potential to help change Dookie and surrounds into a town and district we can all be proud of.
- ✚ A proposed food/wine hall which would incorporate the regions history would help to achieve this, celebrating the return to a vibrant wine industry.
- ✚ Establishing a tourist drive which would incorporate the regions past and present vineyards, the surrounding extinct townships, and the areas magnificent views (with the reopening of Mt Major).
- ✚ Developing a venue that would showcase the areas history, whilst bringing social and economic benefits to the region.
- ✚ I would like to see Dookie remain a small town, but one that is a vibrant and active centre for the surrounding district. I think the group can assist in achieving this goal by working towards improving the social fabric of the community.

### 3. Aims and Objectives

Objectives	Goals	Actions
1. To develop Dookie as a place that attracts short-term visitors	<p>Develop new and improve existing tourist attractions based on local resources, facilities and natural assets eg, wine, olives, lavender, gardens, vineyards, hills, crops</p> <p>Develop and improve the facilities required to support visitors eg accommodation, meals, public gardens, general store</p> <p>Develop opportunities to market Dookie</p> <p>Encourage synergistic partnerships by becoming involved with established events and organizations eg. Shepparton Arts Festival, TAFE, University of Melbourne, Long lunches etc</p>	<ul style="list-style-type: none"> <li>✚ Work towards public access to Mt Major</li> <li>✚ Improve the facilities in the public gardens</li> <li>✚ Erect a tourist information board in the public gardens</li> <li>✚ Liaise with the City of Greater Shepparton to improve signage to Dookie</li> <li>✚ Design and purchase a mobile Dookie marketing van</li> <li>✚ Conduct activities at regional events, where appropriate, to raise the profile of Dookie</li> <li>✚ Pursue inclusion of Dookie venues in Shepparton Arts Festival events</li> </ul>
2. To create a Dookie identity	<p>Establish a brand that identifies Dookie</p> <p>Conduct an annual event that is unique to Dookie</p> <p>Develop the Picnic in Dookie theme through planned events</p>	<ul style="list-style-type: none"> <li>✚ Establish a Lifestyle Dookie Website</li> <li>✚ Provide training for members to enable us to update and maintain the website.</li> <li>✚ Design and implement a Dookie logo</li> <li>✚ Create and market a range of Dookie merchandise</li> <li>✚ Design, produce and market a Dookie calendar</li> <li>✚ Conduct an annual Picnic in the Vines</li> <li>✚ Conduct an annual Picnic in the Park as a pre-Christmas community celebration</li> </ul>

<p>3. To support local business and industry and bring economic benefits to Dookie</p>	<p>Enhance awareness of businesses operating in and around Dookie</p> <p>Develop strategies to assist local business groups to grow and develop</p> <p>Coordinate education activities to assist local groups and businesses eg. Guest chefs, food &amp; wine tourism workshops</p> <p>Attract new business and industry to Dookie</p>	<ul style="list-style-type: none"> <li>✚ Include businesses details and contacts in the Lifestyle Dookie Website and where possible links to business website</li> <li>✚ Assist businesses to use the Lifestyle Dookie Website to grow their business</li> <li>✚ Design, print and distribute a marketing brochure of Dookie attractions</li> <li>✚ Organise a business assistance seminar for local businesses</li>   <li>✚ Design, print and distribute a marketing brochure of Dookie attractions</li> </ul>
<p>4. To ensure we maintain and expand the services and infrastructure necessary to support the lifestyle we want in Dookie</p>	<p>Improve the streetscape of the Dookie township.</p>	<ul style="list-style-type: none"> <li>✚ Liaise with COGS to refurbish the CWA gardens</li> <li>✚ Improve the general appearance of buildings in the main street</li> <li>✚ Erect artists bollards in the parks and gardens of Mary Street</li> </ul>
<p>5. To maintain, and inject new vigour into, the organisations, institutions and resources we currently have in Dookie</p>	<p>Support existing events and organizations through participation and innovation</p>	<ul style="list-style-type: none"> <li>✚ Operate a high quality kiosk at the Dookie Show</li> <li>✚ Conduct a stall at the CWA night market</li> <li>✚ Arrange Christmas decorations for the main street and gardens.</li> <li>✚</li> </ul>
<p>6. To improve the social fabric of Dookie</p>	<p>Encourage Dookie and district community involvement</p>	<ul style="list-style-type: none"> <li>✚ Form a Dookie welcoming group and develop a "Welcome Pack" for new residents</li> <li>✚ Conduct an annual Picnic in the Vines</li> <li>✚ Conduct an annual Picnic in the Park as a pre-Christmas community celebration</li> <li>✚ Pursue inclusion of Dookie venues in COGS sponsored events</li> <li>✚ Conduct activities to support community health and welfare</li> </ul>
<p>7. To be a financially viable not-for-profit organisation</p>	<p>Acquire sufficient funds to support our planned activities. ie. Fundraising is a means to an end</p> <p>Purchase equipment necessary to support our activities.</p>	<ul style="list-style-type: none"> <li>✚ Register as a business</li> <li>✚ Sell Dookie merchandise</li> <li>✚ Seek grants to support our activities.</li>   <li>✚ Purchase a portable market stall.</li> <li>✚ Sell Dookie produce at regional events</li> </ul>

## 4. Action Plan and Achievements

To implement this business plan, our vision has been distilled to goals and actions which are listed above and form the basis of our action plan which is attached at **Appendix A**. The action plan is dynamic, changing as we implement existing activities and initiate new ideas.

Lifestyle Dookie already has significant achievements which are shown as completed tasks in the Action Plan.



## 5. Skills & Experience

A strong principle of Lifestyle Dookie is inclusion and making the most of what we have to improve our community. One of the significant assets is the skill base of members and the ability to be able to call on the expertise of community members to help achieve our goals. Lifestyle brings together a group of people with skills and experience capable of supporting a successful business or organisation including:

- Public Relations
- Event Management
- Journalism
- Written and verbal communication skills.
- Small business experience
- Marketing
- Presentation experience
- Human Resource Management
- Recruitment
- Graphic Design
- Historical research
- Business Management
- Environmental research
- Teaching experience
- Project Management
- Accounting
- Financial Management
- Local farming knowledge
- Local knowledge of families and our local area.
- Knowledge of local water board
- Community and council knowledge
- Fundraising knowledge.

## 6. Financial Plan

Lifestyle Dookie is aware that our local community is very important and therefore has put in place some mechanisms to fundraise money to support both the local community and its many ventures, but also to fund its business goals and plans for the future. Lifestyle Dookie is not primarily a fund-raising organisation but will undertake fund-raising activities in order to support activities in the Action Plan. Funds will be raised through:

- Funding Grants
- Sponsorship
- Merchandise sales
- Catering events

### Budget:

Lifestyle Dookie is aware that it is vital for any group or business to set its plans around a viable budget and as such is in the process of producing a workable budget in line with its business plan.

## 7. Conclusion

Lifestyle Dookie has identified a vision for the enterprising Dookie community and the exciting direction we can all take to get there. We believe that

***... it is not a matter of if Dookie will develop to its full potential it is more a matter of when.***

## Appendix A

### Lifestyle Dookie Action Plan 2004 - 2008

Activity	2004	2005	2006	2007	2008	Priority
Work towards public access to Mt Major						
Erect a tourist information board in the public gardens			Achieved – Locked notice board with glass window erected in gardens at COGS expense			
Liaise with the City of Greater Shepparton to improve signage to Dookie			Initiated	Ongoing – open meeting conducted	Ongoing – details to be finalised	
Design and purchase a mobile Dookie marketing van						
Conduct activities at regional events, where appropriate to raise the profile of Dookie		Achieved – Stalls held at Winton Vintage Car Expo; Woodlands Estate Lavender Festival; Tallis Wines Open Day; Dookie Show Collated a photo bank of local people and places for promotion & presentation. Appointed a Publicity Officer to coordinate media and compile a media kit.	Stalls held at Woodlands Estate Lavendar Festival, Sun/Herald Tour Benalla; Wine'd Down in Dookie market; University of Melbourne Open Day; Dookie Show;	Stalls held at Woodlands Estate Lavendar Festival; Day out in Dookie market; University of Melbourne Open Day; Dookie Show; Developed a Powerpoint template for use by Lifestyle & community groups. Made a number of presentations to local Council and the Small Towns Conference held in Bendigo.	Ongoing	

Establish a Lifestyle Dookie Website	Achieved –Website established under host of HumeHealth	Linked the Lifestyle Dookie website to the Goulburn Rivers & Ranges Food & Wine Network, of which the Dookie District is a member	Re-registered Domain name lifestyledookie.com.au		Website redesigned, updated and moved to new host	
Design and implement a Dookie logo	Achieved	Lifestyle Dookie Logo has been adapted and used for the following groups: Dookie & District Development Forum Inc. Dookie & District Community Fund Dookie Tennis Club Dookie Historical Society Dookie United Football and Netball Club Inc.	Logo used to promote local events and produce			
Create and market a range of Dookie merchandise		Achieved	Ongoing – current order arranged. New range planned for Summer 06/07	New range purchased for Dookie Show and Christmas sales 2007	Ongoing – requires new marketing strategies	
Design, produce and market a Dookie calendar		Achieved - 2006 Calendar of Dookie people and places printed and marketed		Achieved - 2008 Calendar of weddings at Dookie venues printed and marketed		
Conduct an annual Picnic in the Vines		Achieved – Picnic held at Gentle Annie Vineyard on 1 May 2005	Achieved – Picnic held at Dookie Campus Winery on 30 April 2006	Action abandoned in favour of Dookie Festival Market		
Conduct an annual Picnic in the Park as a pre-Christmas community celebration	Achieved	Achieved	Achieved	Achieved	Action abandoned due to number of events at the time of year	
Pursue inclusion of Dookie venues in Shepparton Arts Festival events				Achieved. • Wine'd Down in Dookie a major event for conclusion of Festival. Included	Achieved. Day out in Dookie. Included market & fair in the park, live music and opening of Dookie	

				<p>market &amp; fair in the park &amp; live music at three venues</p> <ul style="list-style-type: none"> <li>Contributed to "The Common Ground " art installation with oversized harvest figures representing olives, wheat and wine</li> </ul>	Emporium and Dookie Harvest Cafe	
Pursue inclusion of Dookie venues in COGS sponsored events				Achieved – Ticketing and supper organised for Keith Potger concert held in new Community Centre		
Conduct activities to support community health and welfare			"Champagne & Sharing: Coffee & Caring" Women' night with guest speaker Ann McCamish attended by > 70 women	In collaboration with Relationships Australia Men's Health Night with guest speaker Stan Alves attended by > 100 men	In collaboration with COGS Drought Assistance program "Strong Women: Strong families - Pampering Day" held at Dookie Campus Winery attended by > 50 women	
Include businesses details and contacts in the Lifestyle Dookie Website and where possible links to business website	Achieved	Ongoing - updated	Ongoing – updating required	Ongoing –updating required	Updated May 2008	
Assist businesses in developing strategies to promote their goods and services				Dookie Marketing Plan developed In collaboration with COGS working with a consultant. Planning sessions and launch of Marketing Plan arranged by Lifestyle Dookie.		
Assist businesses to use the Lifestyle Dookie Website to grow their business		Ongoing	Ongoing	Ongoing	Ongoing	
Design, print and distribute a			Current	Dookie Postcard planned		

marketing brochure of Dookie attractions				in partnership with COGS		
Organise a business assistance seminar for local businesses			Achieved - Seminar organized in collaboration with COGS. Attended by ?? local business representatives			
Liaise with COGS to refurbish the CWA gardens		Achieved				
Improve the general appearance of buildings in the main street						
Erect artists bollards in the parks and gardens of Mary Street				Project plans abandoned in favour of "The Common Ground Project" - Shepparton Arts Festival		
Operate a high quality kiosk at the Dookie Show	Achieved	Achieved	Achieved	Conducted Merchandise stall only.		
Conduct a stall at the CWA night market		Achieved	Achieved – Ongoing?			
Form a Dookie welcoming group and develop a "Welcome Pack" for new residents			Current	Welcome Pack organized and distributed to new residents. Require strategy for identifying new residents		
Arrange Christmas decorations for the main street	Achieved – DIY decorations organised	COGS support not achieved. Achieved – DIY decorations organised	Ongoing – COGS support sought again	Achieved. COGS provided decorations and permanent bud lighting for trees in park		
Sell Dookie merchandise		Achieved raised \$1200	Ongoing			

Seek grants and sponsorship to support our activities.		Secured sponsorship from: Will Print Shepparton (Letterhead) John King Signs (Website banner) Peter Geddes Dookie (Powerpoint template design)	<ul style="list-style-type: none"> <li>• Secured \$1,190 Small Equipment Grant for market stall.</li> <li>• Sought funding for "The Common Ground Arts Project" in collaboration with Shepparton Arts Festival</li> </ul>	Secured a grant of \$7000 for "Days of Dance" history project		
Purchase a portable market stall			Achieved			
Sell Dookie produce at regional events		Achieved				
Register as a business	Achieved Launched Lifestyle Dookie at function 1/11/2004					