



Mildura City Heart Inc. Strategic Plan 2016 - 2019

Vision: To be the heart of business and community activity in Mildura

Mission: Building on an activated and eventful precinct that encourages economic prosperity for businesses in Mildura's CBD

Goal: Sustainability

To ensure that Mildura City Heart has a strong financial and structural base, underpinned by a culture of continuous improvement within the organisation

Major strategies:

1. To confirm the Mildura City Heart Special Rate with Mildura Rural City Council for the period of 1 January 2016 – 30 June 2019, and establish a mutually beneficial Memorandum of Understanding
2. To develop and implement a Board Charter that provides a framework to ensure statutory compliance, transparent governance, management review and sound decision-making
3. To develop a 3-year budget and maintain an actual to budget review process. This will include the establishment of a renewal fund for major projects.
4. To explore the potential for voluntary MCH memberships for businesses located outside of the Special Rate boundary.

Goal: Activation

To make Mildura City Heart a destination of choice

Major strategies:

1. To work with property owners/managers to maximise occupancy rates and encourage new investment.
2. To build a calendar of activities for the Mildura City Heart precinct that focuses on promoting local events and community groups, with a targeted approach to utilising various areas of the precinct (ie: Feast Street, Langtree Mall, Lime Ave, Pine Ave).
3. To communicate promotions that are sought after by the community, such as the availability of the Mildura City Gift Card program, key events, and improved access to information whilst in the precinct.
4. Encourage an evolving program of beautification/activation works to create points of interest for visitors to the precinct.

Goal: Representation

To be the strong voice of advocacy for businesses within, and visitors to, the Mildura City Heart precinct

Major strategies:

1. To liaise regularly with members of Mildura City Heart, Mildura Rural City Council, our community, and key stakeholders for on-going development of strategies and programs.
2. To provide feedback to Mildura Rural City Council for improvements requested for the CBD precinct's facilities and infrastructure (such as parking, beautification works, public amenities, footpaths, etc).
3. To harness co-operative buying power for members of MCH to seek group discounts for utilities, advertising/marketing, materials, and additional services as required.
4. To provide a significant marketing presence for Mildura City Heart that celebrates our businesses and tells their story to our community/visitors.