

**WALLA WALLA
150th ANNIVERSARY
CELEBRATIONS
2019**

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***Event Business Plan***

## 1. Background & History

Early in the year 1869 a number of settlers arrived from South Australia and selected land around Walla Walla Station. This gave rise to the start of the Walla Walla township and hence the year 2019 will be the 150<sup>th</sup> Anniversary of these modest beginnings.

The Walla Walla community intends to celebrate this occasion and has elected a sub-committee of the Walla Walla Community Development Committee to coordinate these celebrations.

Events to celebrate the 90<sup>th</sup>, 100<sup>th</sup> and 125<sup>th</sup> anniversary of Walla Walla were held in 1959, 1969 and 1994 respectively and experience from these events will be drawn upon in planning the 2019 celebrations.

## 2. Event Overview

The vision of the Walla Walla 150<sup>th</sup> Anniversary Committee is to:

- Coordinate and deliver a range of community events that celebrates the 150<sup>th</sup> anniversary of Walla Walla
- Encourage community attendance and participation for celebration events
- Raise funds to use in the Walla Walla community post celebrations

We will achieve this by:

- Inviting community input into ideas for celebration events
- Seeking community participation in the organisation/delivery of celebration events
- Identifying opportunities to engage community groups, schools, local businesses, etc in celebration activities
- Giving wide coverage/promotion of celebration events to encourage attendance
- Conducting any fundraising activities as required in the lead-up to celebration events
- Working closely with the Walla Walla Community Development Committee to ensure alignment with common goals, directions, etc
- Working closely with Greater Hume Shire to obtain advice and assistance in adhering to all appropriate planning regulations, approvals, protocols, insurance, etc.

### 3. Development Plan – Going Forward

Planning for celebration activities will take place over a number of years in the lead-up to 2019 which will be driven by the following **broad** timeline:

|      |                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2015 | Jul to Dec                                                                         | <ul style="list-style-type: none"> <li>• Research and gain understanding of any obligations for conducting celebration (insurance, approvals, regulations, protocols etc)</li> <li>• Preparation of any relevant documentation (e.g. business plan)</li> <li>• Communication in community re current status (i.e. A committee has been formed, how we will move forward with planning, how we will engage community, etc)</li> </ul>                                    |
| 2016 | Jan to Jun                                                                         | <ul style="list-style-type: none"> <li>• Community meeting to gather ideas for celebration events/activities and to seek further committee members</li> <li>• Official 150<sup>th</sup> Anniversary launch event to raise awareness of celebrations in 2019</li> <li>• Develop Communication and Marketing Plan (includes development of appropriate anniversary branding)</li> <li>• Committee to draft a program of proposed dates &amp; events/activities</li> </ul> |
|      | Jul to Dec                                                                         | <ul style="list-style-type: none"> <li>• Consider fundraising requirements based on draft program of proposed events/activities</li> <li>• Finalise program of dates &amp; proposed events/activities</li> <li>• Select leaders and teams for each event/activity</li> <li>• Initiate fundraising activities</li> </ul>                                                                                                                                                 |
| 2017 | Jan to Dec                                                                         | <ul style="list-style-type: none"> <li>• Planning and preparation of celebration events/activities</li> <li>• Continually review program of events/activities and modify as appropriate (e.g. add/subtract events)</li> <li>• Fundraising activities</li> <li>• Initiate preliminary public promotion of celebrations</li> </ul>                                                                                                                                        |
| 2018 | Jan to Sep                                                                         | <ul style="list-style-type: none"> <li>• Planning and preparation of celebration events/activities</li> <li>• Continually review program of events/activities and modify as appropriate (e.g. add/subtract events)</li> <li>• Fundraising activities</li> <li>• Ramp-up public promotion of celebrations</li> </ul>                                                                                                                                                     |
| 2019 | <ul style="list-style-type: none"> <li>• Delivery of Celebration events</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

## 4. Management & Controls

### Management

The Walla Walla 150<sup>th</sup> Anniversary Committee will meet regularly to make decisions, discuss progress of planned activities etc. The meeting schedule will be:

- 2015 Oct
- 2016 Quarterly (Feb, May, August and November) plus any others required
- 2017 Monthly plus any others required
- 2018 Monthly for first six months then fortnightly, plus any others required
- 2019 As required (to be determined)

Any community meetings will potentially be in addition to the committee meetings above.

### Records

Minutes will be recorded for all meetings of the Walla Walla 150<sup>th</sup> Anniversary Committee and will be provided to the Walla Walla Community Development Committee. Recording of minutes will follow the Greater Hume Shire 'Management Committee Guidelines'.

### Finances

Records will be maintained for all financial dealings of the Walla Walla 150<sup>th</sup> Anniversary Committee and reported on regularly at committee meetings by the treasurer. The keeping of financial records will follow the Greater Hume Shire 'Management Committee Guidelines'.

### Risk Management

To minimise the risk of any potential liability the Walla Walla 150<sup>th</sup> Anniversary Committee will ensure that risk assessments are conducted for all activities/events associated with the celebrations. The risk management process as provided by Greater Hume Shire will be followed.