

Kaupokonui & District
Beach Society

Strategic Plan
2018 - 2021



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A Word from the Chair

We're a Society of volunteers in a long line of volunteers who have collectively contributed for a period of well over 100 years in the development and retention of the Kaupokonui Reserve as a community asset of outstanding aesthetic value.

Everyone is welcome to partake, enjoy and contribute, there being no exclusivity at Kaupokonui (this being one of its most endearing features).

The Committee strive together while being cognisant of the fact those working beside them are doing so of their own time and for the enjoyment of helping at Kaupokonui and that everyone should be treated with respect in those endeavours.

The Strategic Plan is integral in delivering on the ongoing ethos of the Society.

Keith Rodie, Chairperson



Who we are

Our Vision

Kaupokonui & District Beach Society works to ensure the recreational values and character of Kaupokonui Beach Reserve in which human needs are met in balance with the needs of the natural environment, now and in the future.

Our Mission

To lead in the protection, development and sustainable management of the Kaupokonui Beach Reserve.



What we value

Our Core Values

- ▶ Conservation
- ▶ Collaboration
- ▶ Preservation

Our Community Values

- ▶ Accessibility, non-exclusive
- ▶ Historical appreciation
- ▶ Provision of facilities
- ▶ Enjoyment of a well-presented, self-sustaining camping ground which is accessible and affordable to the general community and people from all walks of life.



Strategic Direction

Strategic Themes

Building a strong Kaupokonui & District Beach Society	Showcasing the Reserve to the public	Engagement with groups of significance in the spirit of collaboration
RESULT		
A vibrant and self-sustaining society that has strong collaborations and is supported by an appropriate framework	People enjoy, appreciate and have a positive awareness and usage of the Kaupokonui Beach Reserve	Genuine and effective collaborations

We are seeking to achieve sustainable results within each of our Strategic Themes in line with our Mission statement *“To lead in the protection, development and sustainable management of the Kaupokonui Beach Reserve”*.

We appreciate that our vision that *“Kaupokonui & District Beach Society works to ensure the recreational values and character of Kaupokonui Beach Reserve in which human needs are met in balance with the needs of the natural environment, now and in the future”* will be fruitless if there is not an essential, pervasive emphasis in our approach to incorporate continuous improvement in a cycle of planning, implementation, review and improvement.

The Society is actively planning for quality outcomes in its management of the Reserve, as well as seeking opportunities to improve. The model we are using is a four-step cycle: Approach-Deploy-Results-Improve (ADRI) – refer Page 9.

Strategic Priorities

Objectives

- ▶ Build knowledge and record tangible and intangible aspects of the history of the Reserve.
- ▶ Protect and develop the Reserve.
- ▶ Promote the Reserve.
- ▶ Build capacity at the Society level to implement the Strategic Plan.



Result Areas

Build knowledge and record tangible and intangible aspects of the history of the Reserve

Approach: Each year, we will record what we have collected. This will include:

- Narrative items such as public records, newspaper articles, research papers, books.
- Pictorial forms such as photographs, drawings, diagrams, cartoons.
- Oral descriptions from various sources and perspectives.

Deployment: Media team, Keith Rodie, Dave Hornblow.

Results: A report on evidence collected and publication initiatives will be reported to the AGM.

Improvement: Annual assessment to evaluate the results of the activity and identify strengths, gaps and opportunity for further improvement.



To track our accomplishments in a measurable way we have established four key result areas with key performance indicators (KPIs.)

Promote and develop the Reserve

Approach: The aim is to manage the Camping Ground and the Reserve 24/7 through the appointment of well-motivated and effective Camp Managers.

Deployment: Delegation of key responsibilities to sub-committees of the Society: Finance, Property, Media, Health & Safety, Funding Applications

Results: Each sub-committee is responsible for actioning of plans and reporting back to the full committee. Projects will be actioned according to plans, deadlines and budgets.

Specific developmental projects are:

- Leveling and drainage correction of camping sites
- Tarseal interior metaled roadway/track through campground
- BBQ Maintenance
- Re-wiring of Electricity Box by BBQ
- Northern boundary and grazing paddock (north of bach's) fencing upgraded.
- Replacement/upgrade of/from old power poles to fence/bollards along River Bank
- Tarseal metal area in lower Reserve
- Upgrade the Camp Office, Storage, Garage area, Toilet and Camp Kitchen (Stage 1)
- Upgrade the Camp Managers' accommodation (Stage 2)

Improvement: The Committee makes decisions for further improvement on the sub-committee's recommendation.

Promote the Reserve

Approach: Have a range of promotional approaches and tools to both satisfy present users of the Reserve and camping ground and potential users. A key focus is non-exclusive accessibility to the reserve.

Deployment: Media sub-committee

Results:

- Development and publication of an e-newsletter on a quarterly or more frequent basis; development and maintenance of a website; development of an Instagram account; maintenance of the Facebook page. Measurement of usage of website and Facebook page to be reported to committee meetings; circulation of newsletter to be reported to committee meetings.
- Media liaison and writing of articles
- Improvement of display space for camping ground notices.
- Revision of registration & information brochure, Camping Ground Guidelines, for campers
- Ongoing editing and printing of Camping Ground Guidelines
- Promotional brochure revision and printing
- New State Highway signage
- New entrance sign to Reserve

Improvement: Committee makes decisions on recommendations for improvement.

Build capacity at the Society level to implement the Strategic Plan

Approach: Engage directly and holistically with the community.

Deployment: Chairperson and Secretary with delegations as appropriate

Results:

- Engagement with Ngati Tu Hapu and Ngaruahine Iwi
- Engagement with various groups to include, for example, local community, STDC, schools, local farmers, local interest groups, campers, Bach owners
- Development of MOU with STDC
- Revise Constitution
- Clear specification of duties and performance indicators for the Camp Managers
- Monthly committee meetings.

Improvement: Notice taken of the feedback from individuals and groups (inclusive periodic surveying of campers) and incorporated into the Society's strategic planning.



Kaupokonui & District Beach Society's ADRI Approach

What is ADRI?

The Kaupokonui & District Beach Society (K&DBS) assures progressive management through the alignment and integration of its strategic and operational planning with its evaluation and review processes.

Approach

Approach relates to the thinking and planning behind what K&DBS does. This comes from K&DBS's guiding statements - its vision and mission through to specific objectives and how these may be achieved.

The Approach considers and examines:

- the clarity of purpose
- key stakeholders and their respective needs
- the desired outcomes
- the strategies, structures and processes developed to meet the desired outcomes
- the measures of success.

Deployment

Deployment relates to implementing and doing. Who does what? Consideration of Deployment leads to how well the strategies, structures and processes have been integrated into the day-to-day management and operation of the Society. Those doing the daily work, the Camp Managers, know most about how the daily work is done. Those sub-committees expected to implement K&DBS's approach know most about how it has been deployed and the agreed method of feedback.

Results

Results relates to monitoring and evaluating – how success is gauged. How is the deployment achieving the planned approach?

Consideration of Results leads to an examination of:

- how performance is monitored
- how the data relating to the measures of success (determined as part of the Approach) are collected, collated and reported
- the degree to which trends of improvement are evident.

Data is collected, analysed and reported, to establish the effectiveness of the Approach and its Deployment. Any gaps will be readily identified.

Improvement

Improvement relates to the processes of reviewing and improving the Approach and its Deployment to gain better Results. It is about the K&DBS actively and continuously engaging to understand its performance in each of the A-D-R dimensions. It is by using this understanding that change in its Approach and Deployment is identified to achieve improvements.

Consideration of the Improvement dimension leads to an examination of:

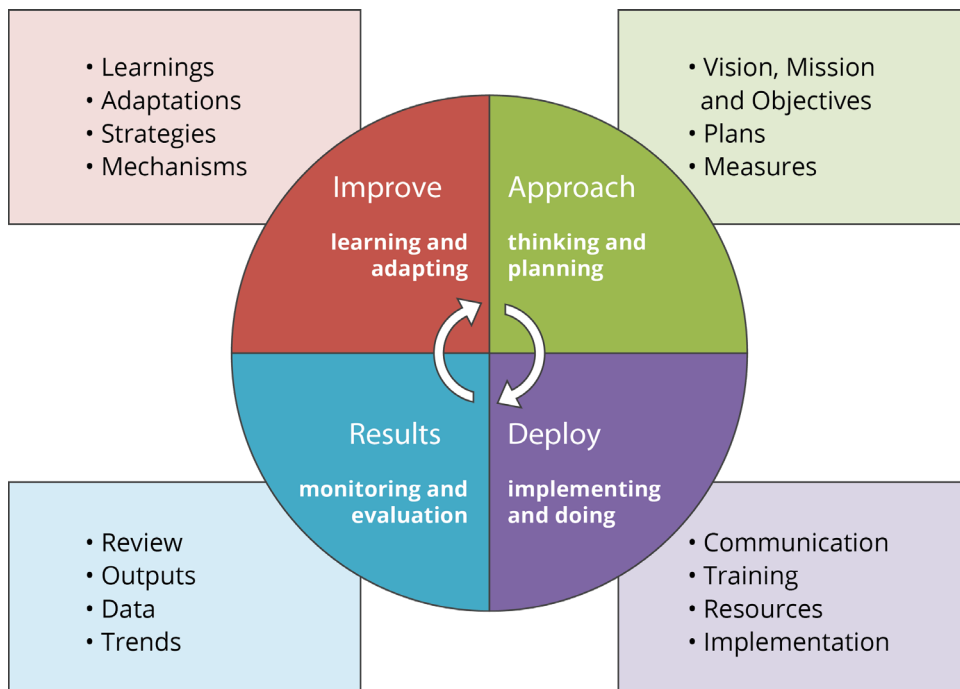
- the process by which the appropriateness and effectiveness of the Approach and its Deployment are reviewed
- how these reviews have led to improvement
- how the improvements are documented and shared with staff, committee and community and other stakeholders.

How ADRI is used by Kaupokonui & District Beach Society

For K&DBS, ADRI is used as:

1. a checklist for reflecting upon activities and results
2. a framework for describing the activities and results
3. an evaluation model for activities and results.

Kaupokonui & District Beach Society uses ADRI as a structure to describe an initiative, project or other area of endeavor in fulfilling its obligations (results), and the process by which the results are being met (improvement). The act of documenting the activities and results leads to the identification of strengths and areas of opportunity for improvement.



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