

# Project Plan - LIVEABLE, LOVEABLE Werribee

#### **BROAD AIMS**

- grow the reach and efficacy of the Association;
- ensure viability for the Association;
- build community and business reliance and connectivity;
- advocate with government and strategic partners for business, service and infrastructure improvements in Wyndham; and
- develop collaborative and creative campaigns to drive sales and marketing to Werribee City Centre.

### See Draft Position Description for further elaboration.

#### **TIMELINE**

Initial Stage 1-2 months - Recruit and set up new project Officer with key resources, contacts and collateral to progress the project.

Delivery Stage 6-7 months – Undertake the relationship building and project tasks.

## **BUDGET**

Expense

Project Officer \$10,800

(\$9,600 WCC Grant, \$1,200 WBTA contribution) 6 months - 10 hours a week - \$40-45 per hour

Project Activations Costs \$2,900

(5 new event activations/partnership campaigns, i.e. Halloween, Christmas, Easter, Summer & Mother's Day to focus on child, school holidays, community participation, sport & rec, business excellence etc).

In-Kind Contribution

Project Officer \$1,200 Project Oversight \$4,000

Includes financial, planning, human resource support - 26 weeks x 2 volunteers board members x 2

hours x \$40)

Event Support \$4,800

Includes planning, delivery, marketing - 5 events x 6 board members x 4 hours x \$40

Total requested: \$12,500 Total Project: \$22,500

## **PROJECT OVERSIGHT**

Deborah Dickinson - Chair <a href="mailto:contact@deborahdickinson.com.au">contact@deborahdickinson.com.au</a> 0407 955 392

Lisa Field - Vice-Chair <u>lisa.field@werribeeriver.org.au</u> 0433 559 530