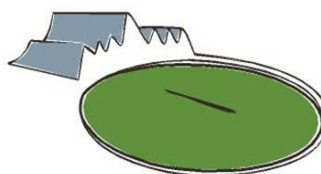


BASIN RESERVE TRUST STRATEGIC PLAN 2006



Basin Reserve Trust

STRUCTURE

The foundation and framework of the Basin Reserve Trust's four year plan is an intended and deliberate strategy, but sufficiently non-prescriptive for the Basin Reserve Trust to identify and pursue emergent strategies at any time, in anticipation of and in response to internal and external influences.

The vision of the Strategic Plan has been distilled into a series of strategic objectives for each area of the Basin Reserve Trust's sphere of activity.

The strategic objectives will be developed through the formulation and implementation of a Business Plan and Operations Plan. The Operations Plan will include critical paths, critical success factors and performance indicators. The Plans will be specific, short term, resource driven and work to clear objectives.

PURPOSE

The purpose of this plan is to provide Wellington City Council, users of the venue, current and potential strategic partners such as tenants, and venue hirers, with a clear strategic direction for the Basin Reserve Trust's activities. The intention is to deliver a high quality, professional, cohesive and coordinated venue and associated facilities to exceed the needs of all of its stakeholders during the next four years.

VISION

The Basin Reserve Trust's vision for the Prime Finance Basin Reserve is for it to be recognised domestically and internationally as a premier cricketing venue, to be sustainable operationally and financially, and to contribute to the wider Wellington region in terms of provision and promotion of quality events.

STRATEGIC GOALS

The Basin Reserve Trust believes that to achieve the vision it needs to focus efforts on six major strategic goals:

- 1. Cricket:**
Ensure the Prime Finance Basin Reserve is the premier cricketing venue in New Zealand
- 2. Character:**
Enhance the heritage and character of the Prime Finance Basin Reserve
- 3. Commercial Operations:**
Maximise opportunity for raising funds from alternative sources
- 4. Event Programmes:**
To increase event programmes by adding regular quality events so that the Prime Finance Basin Reserve becomes a part of the regions entertainment scene
- 5. Asset Management:**
Manage existing assets effectively and efficiently
- 6. Accountability:**
To meet all public accountability requirements

Key Area 1: Cricket

Strategic Goal: Ensure the Prime Finance Basin Reserve is the premier cricketing venue in New Zealand

Objectives	Strategy
Continue to maintain the Prime Finance Basin Reserve as the first option for New Zealand Cricket in allocating test matches	<ul style="list-style-type: none">➤ Monitor and manage turf management agreement with WRST to ensure that the playing surface and practise nets are maintained to international standard➤ Communicate with NZC, OSB, SKY and National Bank and review requirements➤ Develop plans for upgrade of sightscreens, scoreboard and covers
Maintain the Prime Finance Basin Reserve as the premier venue for domestic and international teams to play and train	<ul style="list-style-type: none">➤ Ensure playing and training requirements of domestic and international teams are met➤ Communicate with domestic team management and players, and Blackcaps management and review requirements➤ Investigate possibilities for off-field grass practise wickets
Regular attendance and consistently higher patronage than other New Zealand test and domestic cricket events	<ul style="list-style-type: none">➤ Ensure adequate supply of quality food, beverages and merchandise➤ Ensure good crowd control and behaviour standards➤ Regular surveys conducted of key stakeholders➤ Upgrade toilet blocks➤ Improve facilities for disabled patrons➤ Investigate options for video/replay screens

Key Area 2: Character

Strategic Goal: Enhance the heritage and character of the Prime Finance Basin Reserve

Objectives	Strategy
Refurbish and upgrade Museum Stand	<ul style="list-style-type: none"> ➤ Undertake a Conservation plan for the Museum Stand ➤ Find a tenant for Museum Stand
Develop plan for restoration of Wakefield Memorial and it's integration into the Prime Finance Basin Reserve	<ul style="list-style-type: none"> ➤ Monitor progress of integration of Wakefield Memorial ➤ Ensure the monument is well preserved and protected
Develop and promote relationship with National Cricket Museum	<ul style="list-style-type: none"> ➤ Provide opportunities for the museum to promote museum activities ➤ Ensure the physical environment is well maintained and protects museum assets ➤ Ensure regular liaison with the National Cricket Museum
Identify and develop potential methods of increasing historic value of The Prime Finance Basin Reserve	<ul style="list-style-type: none"> ➤ Continue the historic event plaque programme ➤ Ensure publications gatherings and public events highlight the historic value of the Prime Finance Basin Reserve

Key Area 3: Commercial Operations

Strategic Goal: Maximise opportunity for raising funds from alternative sources

Objectives	Strategy
Increase sale of advertising and naming rights	<ul style="list-style-type: none"> ➤ Investigate further sponsorship opportunities for the Prime Finance Basin Reserve
Increase hireage of ground and function rooms	<ul style="list-style-type: none"> ➤ Develop a more effective booking system ➤ Review price structure for venue hire ➤ Improve quality of function rooms and kitchen ➤ Develop and progress advertising and promotional plan for function areas
Increase signage	<ul style="list-style-type: none"> ➤ Review price structure for signage ➤ Establish signage opportunities outside and inside ground
Explore options for use of venue for out catering	<ul style="list-style-type: none"> ➤ Develop potential with catering firms ➤ Develop retail outlets around ground ➤ Investigate permanent commercially based contracts for service – food, drink, service
Develop concept of corporate boxes at ground	<ul style="list-style-type: none"> ➤ Progress option for corporate boxes at the Northern and southern ends of the ground ➤ Develop alternative areas for hospitality during events
Leverage involvement in club rugby	<ul style="list-style-type: none"> ➤ Increased games during season – club and representative ➤ Develop home ground concept for winter code

Key Area 4: Event Programmes

Strategic Goal: To increase event programmes by adding regular quality events so that the Prime Finance Basin Reserve becomes a part of the regions entertainment scene

Objectives

Strategy

Develop partnership approach with Council and other Council Controlled Organisation's	<ul style="list-style-type: none"> ➤ Liaise with Wellington City Council and external organisations to promote or identify events suitable for the Prime Finance Basin Reserve.
Become co-promoters and partner with sponsors and other commercial and community organisations to make events happen	<ul style="list-style-type: none"> ➤ Develop joint venture opportunities with external organisations
Develop programme of regular annual events	<ul style="list-style-type: none"> ➤ Identify opportunities to develop "icon events"
Develop use of venue by other community/sporting groups	<ul style="list-style-type: none"> ➤ Develop mutually beneficial relationships with local community groups, schools
Community use encouraged for non profit events that do not conflict with existing operations	<ul style="list-style-type: none"> ➤ Subsidised rate or free of venue rental charge ➤ Encourage use of facility by local community groups and clubs

Key Area 5: Asset Management

Strategic Goal: Manage existing assets effectively and efficiently

Objectives

Strategy

Comprehensive Asset Management plan in place to ensure the maximum economic value obtained out of the assets	<ul style="list-style-type: none"> ➤ Review Asset Condition survey and identify works that have been performed as noted in the survey ➤ Determine whether updated Asset Condition survey needs to be undertaken ➤ Develop plan for maintenance work with priority schedule and value of works
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Key Area 6: Accountability

Strategic Goal: To meet all public accountability requirements

Objectives

Strategy

Fulfil all reporting requirements of the funding and trust deeds	<ul style="list-style-type: none"> ➤ Ensure timely reporting to Wellington City Council ➤ Obtain unqualified audit
Fulfil all statutory responsibilities	<ul style="list-style-type: none"> ➤ Maintain a comprehensive Health and Safety policy ➤ Ensure all appropriate licenses are applied for and obtained ➤ Revise Emergency Evacuation Plan ➤ Meet all building warrant of fitness requirements and act in the required manner on IQP reports

