

Miles Historical Village

“Planning for Success:
maximising funding opportunities”



Today's Presentation

- How Miles Historical Village Museum has and continues to maximise on funding opportunities
- We recognise we are a large facility... this does also bring very large challenges
- 99% of funding/ grant writing is done by volunteers
- We are not always successful- probably about a 85% strike rate now

About us...



- Miles & District Historical Society formed in 1966
- Miles Historical Village was officially opened in 1971 (46 years ago) and is now a large regional museum housing over 34 buildings, each with its own unique collections.
- There are also a number of special collections including: The War Museum, Lapidary Collections, Shell Collection and of course the Condamine Bell Collection.

- Since 2009 the Miles & District Historical Society has made significant decisions, shifts and alignments to ensure its future sustainability
- It was at a point where massive and strategic change needed to happen to ensure its future viability and existence
- This has not:
 - ❖ happened overnight
 - ❖ been ad hoc
 - ❖ been without challenges

How did we start to facilitate change?

- Participated in the 2009 Standard Review Program
- Began to form a “new” committee with experienced senior members, new and younger committee members
- Started to look and see the museum as a business not just a not-for-profit community organisation



Our 1st Grant

- (June 2009) we thought we would take a punt and have a go at applying for the National Libraries Community Heritage Grant. We were very bold and actually applied for both Significance and Preservation knowing full well that we would be lucky to receive either.

Success and change begins....

- We were successful with the Significance Assessment Grant!
- This was a turning point for us as an organisation and a museum

• **“Creating Visions of our Past for Future Generations!”**



Planning for Success: key documents and support tools

- Business Plan- review annually
- Strategic Plan- review annually (guides your projects)
- Significance Assessment
- Preservation Plan
- Interpretation Plan
- Project Plans
- Great images
- Element of own funding (\$\$)
- Always cutting, pasting, referencing and attaching these to assist with grants and funding



Business Plan- review annually

- This documents captures who you are: get the wording right once and you can apply elements/ sections of it to all grants
- Strategic Focus: Aim; Vision; Mission; Values; Goals; Objectives
- About The Business: Background; Regional Profile
- Market Analysis: Market Environment; Basis for Growth
- Products: Programs and Promotions; Product Delivery
- Marketing: Positioning Strategy; Marketing Strategies
- Stakeholder Relationships and Alliances: Council ; Miles Historical Village and Museum Committees; Local Committees; Sponsors
- Organisation and Management: Human Resources; Asset Management
- Environmental and Social Impacts: Current Situation; Key Environmental and Social Issues
- Financials: Financial Model
- Strategic Planning: Strategic Intent; Strategic Action Plan; Plan Implementation
- Planned Improvements: Performance Measures: Plan Review and Update

Strategic Plan- review annually

- Develop strategic areas that align with your business plan. This documents help you plan for projects and funding requirements now and in the short term
- Can include areas like: Collections; Marketing Promotion and Events; Building and Grounds Maintenance; Personnel; Planning and Governance
- Each sub strategic area should then break down into: Actions; Responsibilities; Year; Completion and Evaluation

Project Plans- developed specifically

- Essential if you want to go for larger projects. They help to link into your applications; show you are organised, ready and have thought through the project.
- Also help you to deliver a project
- Things to include:
 - Background; Current situation;
 - Project Scope & Content: the project; the location; significance; description; outcomes; community engagement; online access; summary;
 - Organisation goals for the project; Budget and Budget Schedule
 - Target Audience; Stakeholders;
 - Project Management; Consultants Required; Reporting Requirements
 - Governance; Timelines; Milestones and Performance Management;
 - Risk Assessment; Conclusion

Where To From Here

- Organise and develop your Plans and Support Documents
- Plan deliberately and with vision
- Consider all elements of your projects
- Consider your organisations ability to physically deliver
- Make sure your project aligns with the grant/ fund you are considering applying through (don't waste valuable time) – read the guidelines!
- Call the funding body to discuss your project
- **Note:** understand your strengths and weaknesses (personally and as an organisation- who has the skills to do grant writing; who is interested in learning)

You Can Do It!

- **It's also about people power! Remember to take your volunteers and staff on the ride with you. Take time to celebrate your success!**
- **Be bold and brave! "Plan for today's vision to achieve tomorrow's outcomes and success"**

