



## BUSINESS PLAN

### **The Business Entity**

The business entity is an Association registered in Western Australia. As a registered Association, the entity has the same status as a separate legal person for tax and legal purposes. Members of the entity are not legally responsible or liable for the actions or debts of the Association.

### **The Ownership**

The entity is not owned by anyone. Specifically, Office Bearers, Founders and Members have no ownership interest or entitlement to salaries or payments for services rendered to the Association. Should the entity cease to exist, any assets must be transferred to a similar entity which is also a registered Association and cannot be transferred to any person or members.

### **The Management**

Management of the entity will be by a volunteer Committee and Office Bearers elected by members.

### **The Goals and Objectives**

The objects of the Association are to:

1. Advocate on behalf of the interests of residents and ratepayers.
2. Facilitate and promote consultation, participation and co-operation between ratepayers, residents and government authorities (state and local) and other stakeholders.
3. Represent member residents and ratepayers to government and other stakeholders and,
4. Review Local Government Authority decisions in terms of transparency, accountability, and statutory requirements under relevant legislation.

### **The Product**

Services to community groups that will result in improved governance, transparency and accountability at Local and State levels.

### **The Target Market**

Community action groups



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### **Pricing Strategy**

Free membership to community groups and individuals.

### **The Competitors**

Presently none

### **Capital Requirements**

Capital required for start-up has been the costs of registration of the Association and ongoing administration costs all of which has been contributed to the cause.

### **Funding**

It is proposed to seek funding support from the Local Government Associations (LGAs) that collect rates and taxes from the Community and who have undertaken the responsibility to provide services to the Community.

Part of the LGAs responsibility to the Community is to provide good governance, to have transparent processes and procedures and to act with integrity and in the best interests of the Community.

It is widely recognized that LGAs have not fulfilled the above obligations to the satisfaction of most communities and consequently the Community needs to work with their LGA to provide feedback and to resolve areas of concern. In order to work professionally with the LGA, the Community needs to be represented and on occasion needs professional representation. All of this requires funding and the LGA holds Community funds to be applied for the Community benefit. It makes sense that the LGA directs some of those funds to this Community project.

Each Community that joins will agree to seek funding from their LGA.

### **Application of Funds**

Funds received will be pooled and applied on the basis of the importance of the issue to the greater Community. Each LGA Community does not exist in isolation and all Communities in Western Australia are subject to the same Local Government and Planning rules. Consequently, changes that are beneficial to one group will be beneficial to all. Therefore, targeting the most important issues regardless of where the "test case" is located makes the most sense.

For example, a review of the Planning processes and procedures and JDAP which clarifies and streamlines the current processes and procedures and results in greater certainty for



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all landowners including developers, will have a wider benefit for everyone in the Community. At the same time, it would be expected and would be logical that any changes will filter through to individual issues so it is more strategic to address the overall causes of the problem rather than the symptoms and that may result in funds being expended outside the LGA area that provided the funding, because the “matter” that has been taken up is located outside that area but a positive result will have a more complete resolution for the local issue.

### **Business Sector**

The entity is not a typical service or trading entity and does not operate in either the retail or commercial sectors. Although having an essential element of being an advocacy and lobbyist for the Community groups, the Association will not provide those services on a fee for service basis.

### **Assets**

Volunteers and members with life experience and professional qualifications in Accounting, Engineering, Law, Financial Services, Corporate Management etc.

### **SWOT ANALYSIS (Strengths/Weaknesses/Opportunities/Threats)**

#### Strengths

The strengths of this Association are in its structure, volunteers and members. The structure allows perpetual succession and growth. Volunteers and members are personally motivated to achieve the goals and objectives and are not motivated by income or profit.

#### Weaknesses

Just as the members are the strengths of the entity, they are also the weakness. Keeping members motivated and setting and achieving targets will counter this weakness. The funding model is also both a strength and a weakness. It is a strength in that there are sufficient resources to adequately fund the Association, but access to those funds are controlled by some who see the Association as a threat to their continued ability to dictate to the Community.

#### Opportunities

Across Western Australia there are over a hundred small groups with concerns about the governance of the LGA and with planning issues. The State Government is heading into an election and looking to secure their seats. It is therefore an opportune time to negotiate changes.



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### Threats

The West Australian Local Government Association (WALGA) and the Local Government Professionals Australia WA (LGPA) would be the biggest threat in that they would not want their members being the Local Government Authorities and employees to be required to provide better governance, transparency and accountability.

### Staffing

Until a revenue stream is established and workload requires staff, there will only be volunteers.

Signed.....

Clive Ross

Chairman