

PORIRUA WRITERS' WALK STRATEGIC AND BUSINESS PLAN 2011/2012

Vision

To establish a walk which celebrates and commemorates the work of writers and their connection to Porirua. It will also enhance the status of the written word and learning in our community.

Mission and Purpose

To extend the Wellington Writers' Walk concept to include Porirua City and writers.

Principles that Guide our Work

There are a number of principles reflecting the public's interest in the future of the writers walk. These are considered and included in the planning as follows:

- Expression of heritage and history, including Maori heritage and presence
- Diversity of experience, and a sense of collective ownership and involvement
- Social responsibility and environmental sustainability
- Regard for the interests of the community, a sense of place, and ease of access for all

Suggested Criteria for Selection of Writers

- Lived or worked in Porirua
- Published writing
- Awards winners
- Educated in Porirua
- Others as appropriate

Planning

- Two year strategic plan revised annually
- Annual business plan and development plan covering project operations and implementation tasks
- Quarterly report

Governance and Management

The committee is responsible to stakeholders for the implementation of the project by participation in the setting of strategy, objectives, budgets, funding key policy areas, the approval of project phases, and specific agreements. An open and effective basis for consultation and co-operation will be maintained with stakeholders. The committee will meet regularly, no less than six times a year.

Committee Membership

Committee membership is reviewed in June each year, and decided by the Committee as a whole. 2011 Committee Members are:

Chair: Kim Baxter, Whitireia Library.

Secretary: Phil O'Connell, Porirua Community Arts Council.

Joint Treasurers: David Stanley, Porirua Community Arts Council. Heather Bradley, Whitireia Library

Design: Barbara Harford, Whitireia Tutor

Member: Moana Hilliard

Student representative

Others as appropriate

Representatives of stakeholders

Relationships and partnerships

Whitireia Community Polytechnic

Porirua City Council

Porirua Arts Council

Porirua Writers

Ngati Toa Runanga

Marketing, Promotion and Community Engagement will be encouraged through:

- A web page
- Consultation and feedback
- Activities such as competitions, guided tours, events
- LIANZA (Library and Information Association of New Zealand Aotearoa)
- New Zealand Book Council

Community and Interest Groups

Community groups will be encouraged to provide input through the above processes as well as presentations and face-to-face meetings. We will be in regular contact with various interest groups including the media, arts, schools, Porirua City Council, Ngati Toa, Residents Association.

Operational Work

- Managing the operations including sites management inclusive of cleaning and maintenance
- Standing Orders
- Commissioning design work, negotiating and managing design and construction
- Acting as the contact point for others interested in the project

Achievements 2010 / 2011

- Consultation with key stakeholders
- Design concepts in place through student project work (see Appendix)
- Preferred sites selected
- Quotes chosen
- Committee formed and responsibilities allocated

Plans for 2011 / 2012

2011 / 2012 will continue on project development (see Objectives)

Risk Management

There will be a considerable degree of community interest in our work. It is the committee's responsibility to balance the diverse community and commercial interests. The following is a list of key risk areas that must be managed in order to achieve objectives:

- Brand and image
- Regulatory environment, including health and safety, and environmental impact
- Human resource
- Funding and sponsorship
- Physical assets

The risks will be reviewed on a regular basis. Audit and risk assurance processes will be followed.

Objectives 2011/2012

- Increase consultation with stakeholders including Whitireia Community Polytechnic, Porirua City Council, Porirua Arts Council, and others, compared with 2010, by end 2011. This includes final decisions on the sites of the writers' quotes.
- Increase Whitireia staff and student involvement work on design concepts, compared with 2010m by end of 2011.

Implementation 2011/2012

- Schedule meetings with stakeholders, including writers
- Liaise with design tutor and students to finalise design concepts
- Develop a marketing plan by end of June 2012
- Develop a memorandum of understanding between stakeholders

Funding and Resources

Liaise with stakeholders, use existing resources where possible, and develop sponsorships.

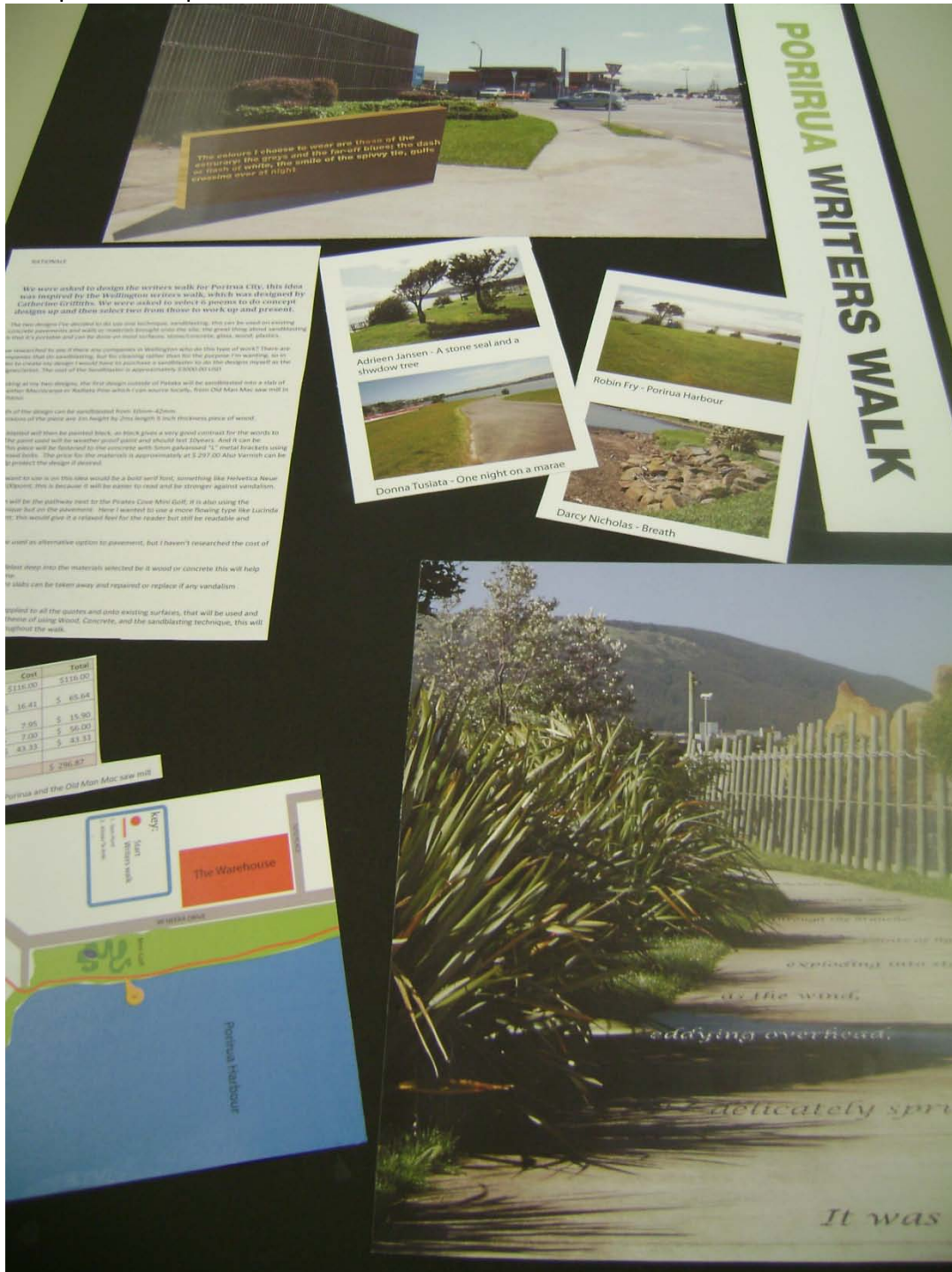
Summary

By the end of 2012 it is hoped that there will be at least three designs in place and development plans for at least three more.

Appendix

Barbara Harford's Whitireia Digital Design Class 2010 project work: Joe Dowman, Lynette Haywood, Christina Naidu, Pam Houghton-Oliver, Sherrie Vatble, Eddie Go, Jamin Gibson, Bidor Ali Noori

Footpath concept:



Sign / Structural Concepts:



Concept Three
Robin Fry 2002 47
Porirua Harbour



Concept Two
Robin Fry 2002 47
Porirua Harbour



