



EMERGING LEADERS

2022-2023

Case Study #4

Clare Valley Hutt Project

Expanding on the success of the Face to face Emerging Leaders Program the Steering Committee decided to focus on working 1:1 with community groups to assist with initiating positive change in an area of need.

14 community groups throughout the region took up this expert coaching opportunity with many focusing on strategic planning, governance and changing constitutions. These groups worked one on one with a Cooee Collective facilitator who provided a 3 hour face to face workshop with the committee. They also worked with the group prior and post workshop to ensure an outcome was achieved.

The Clare Valley Hutt Project Inc. who are a non for profit organization, responsible for the Clare Valley Wine, Food and Tourism Centre and to promote the Clare Valley region are a great example. A new board was appointed in 2024 with a new Centre Manager who has been in the position for the last 8 months.

They undertook a 3 hour face to face coaching session with Jeanette Gellard on Wednesday 22nd February with all their board members (7 participants). The main objective for the session was to develop a strategic plan that supported their vision of achieving a financially sustainable Centre.

Prior to the workshops, Jeanette sent each board member a Google Forms with a set of questions and this information was used in the session.

This session was productive focusing on developing a strategic plan and covered the following – Mission, Vision, SWOT analysis, and key strategies. A number of strategic themes arose including partnerships, funding, revenue generation, human resources, marketing and infrastructure. The board worked in small groups to create actions for these strategic themes.



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The process also highlighted the board are all on the same page with some challenges but an opportunity to work together on these set priorities.

The challenge now is to prioritise and resource the next steps to develop the actions identified in the strategic plan.

The Clare Valley Hutt Project Inc Chair, Tania Matz said “The night was worthwhile and perfect timing to help our new board and manager set a clear direction for the centre. We identified lots of opportunities however our key will be to focus on the top three items we can achieve over the next 12 months. We thoroughly enjoyed this process and look forward to using this plan to build the future of the centre and tourism in the region.”

