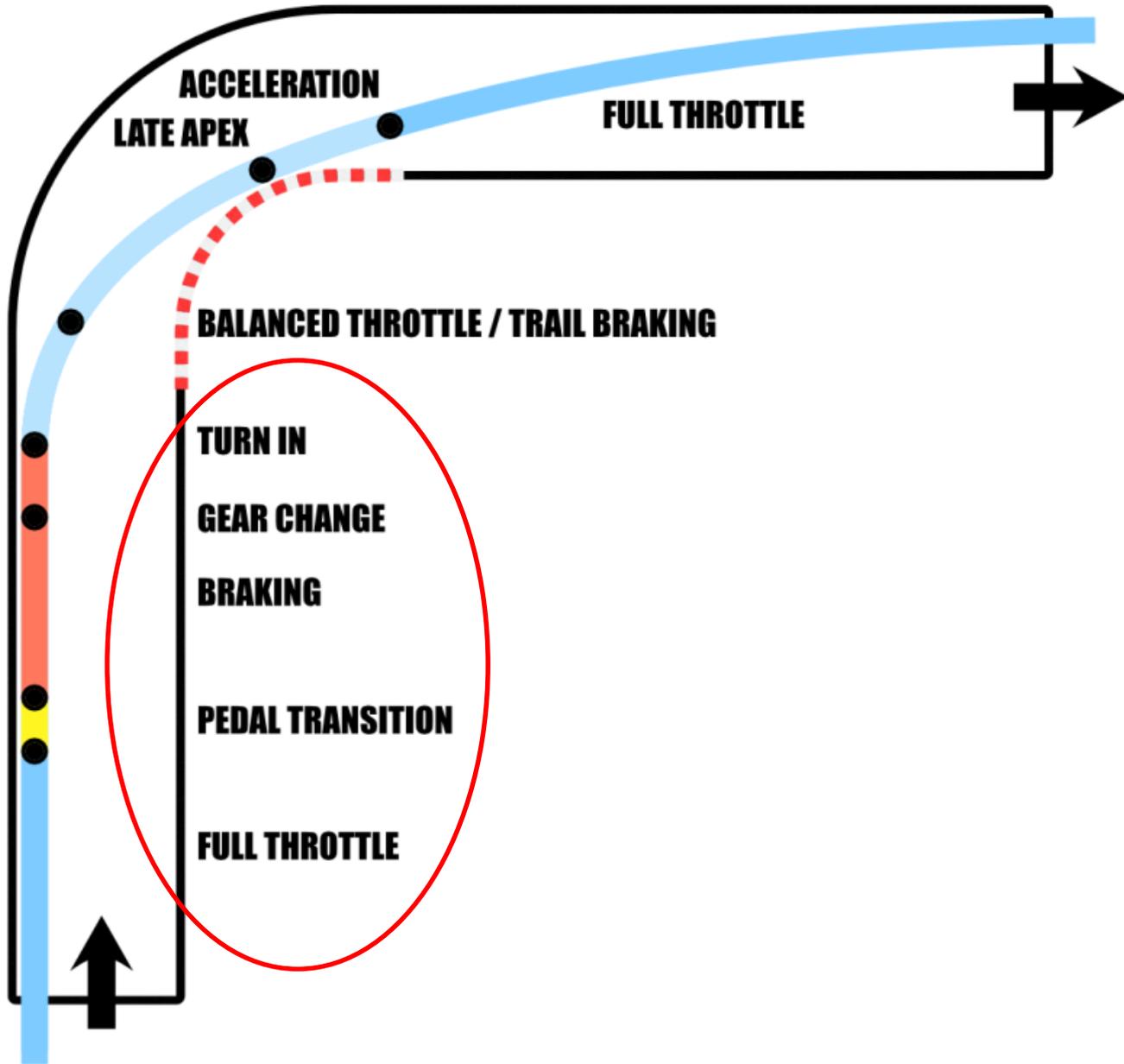




ART DECO
TRUST

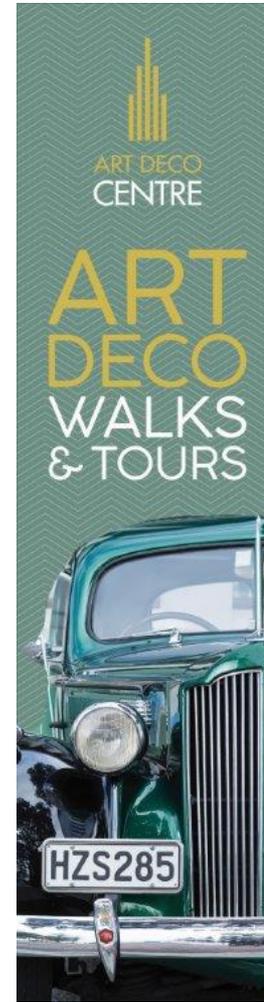
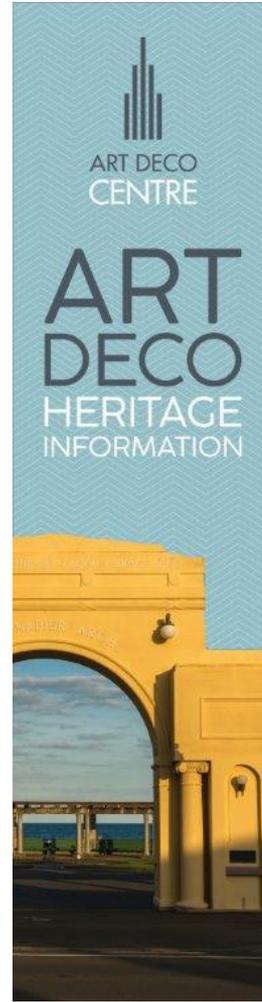
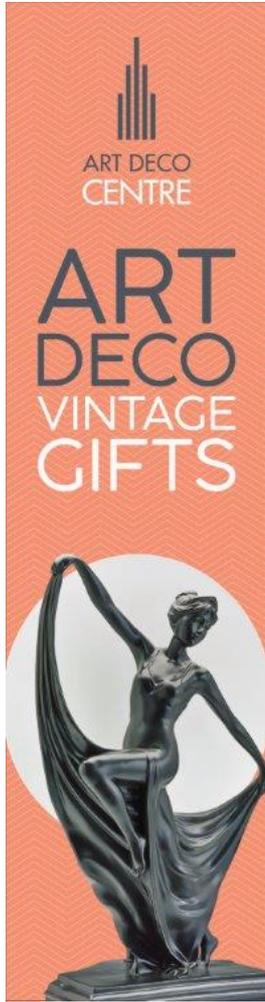


Turning The Corner







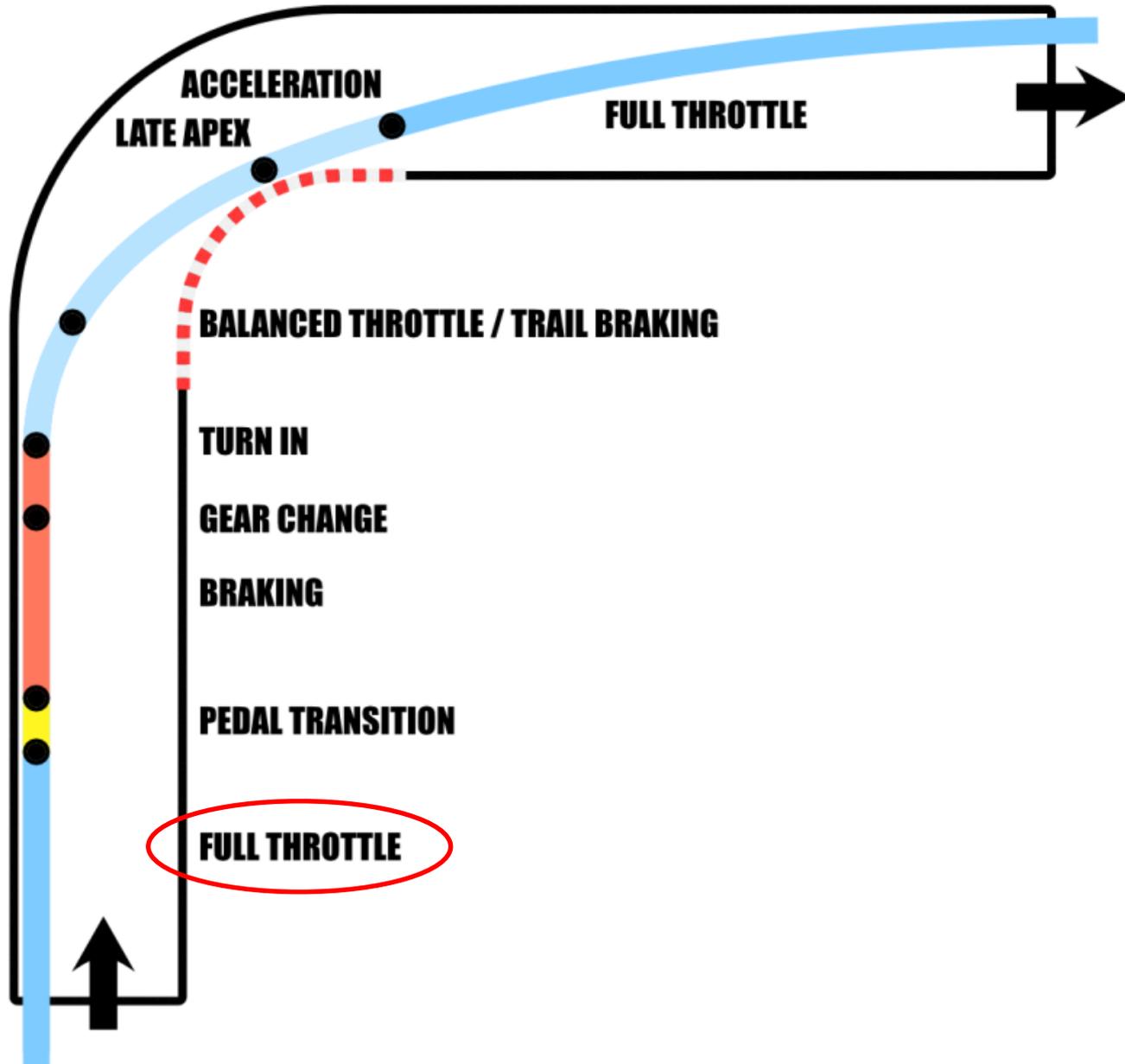


PROMOTE

CELEBRATE

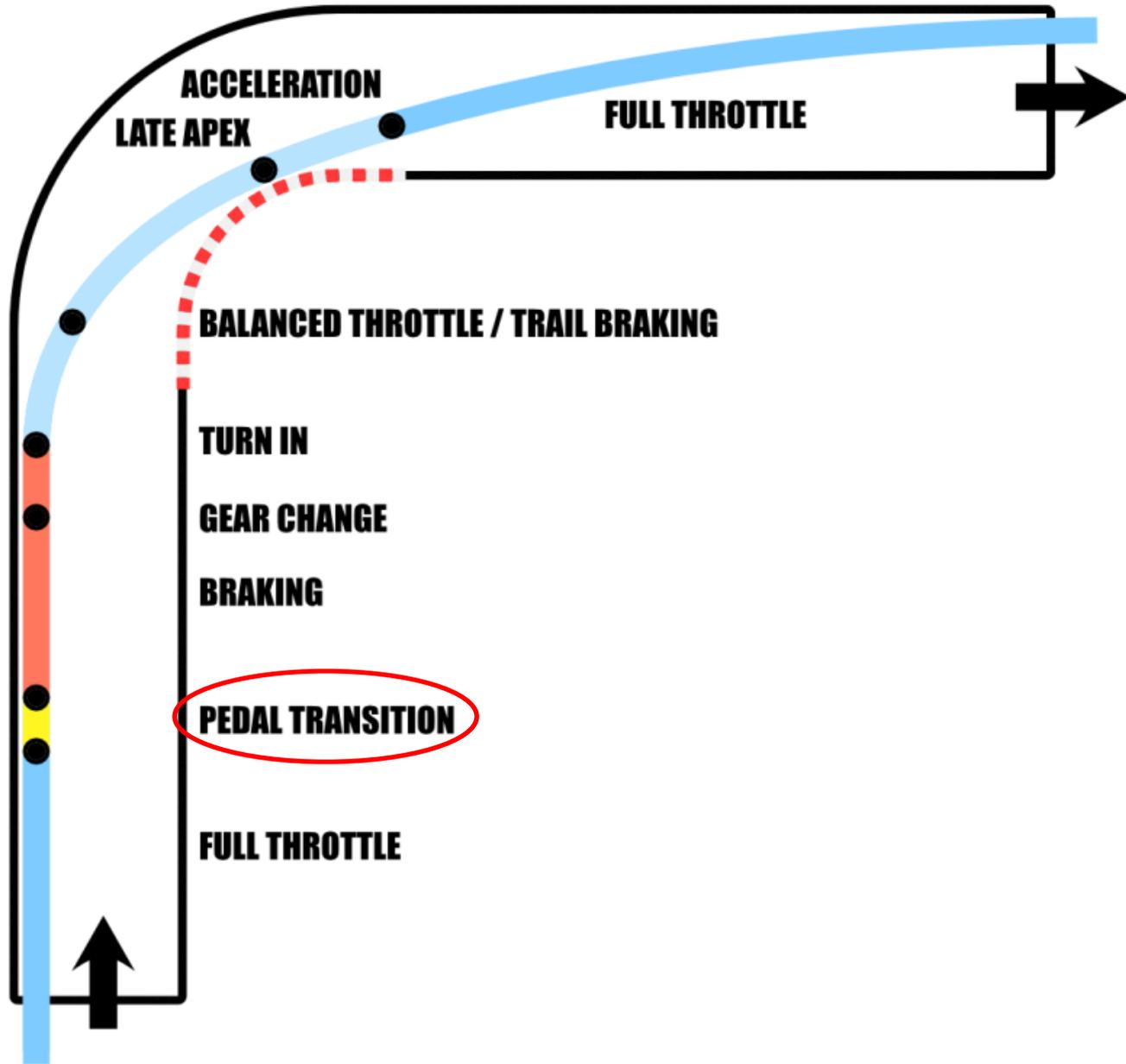
PRESERVE

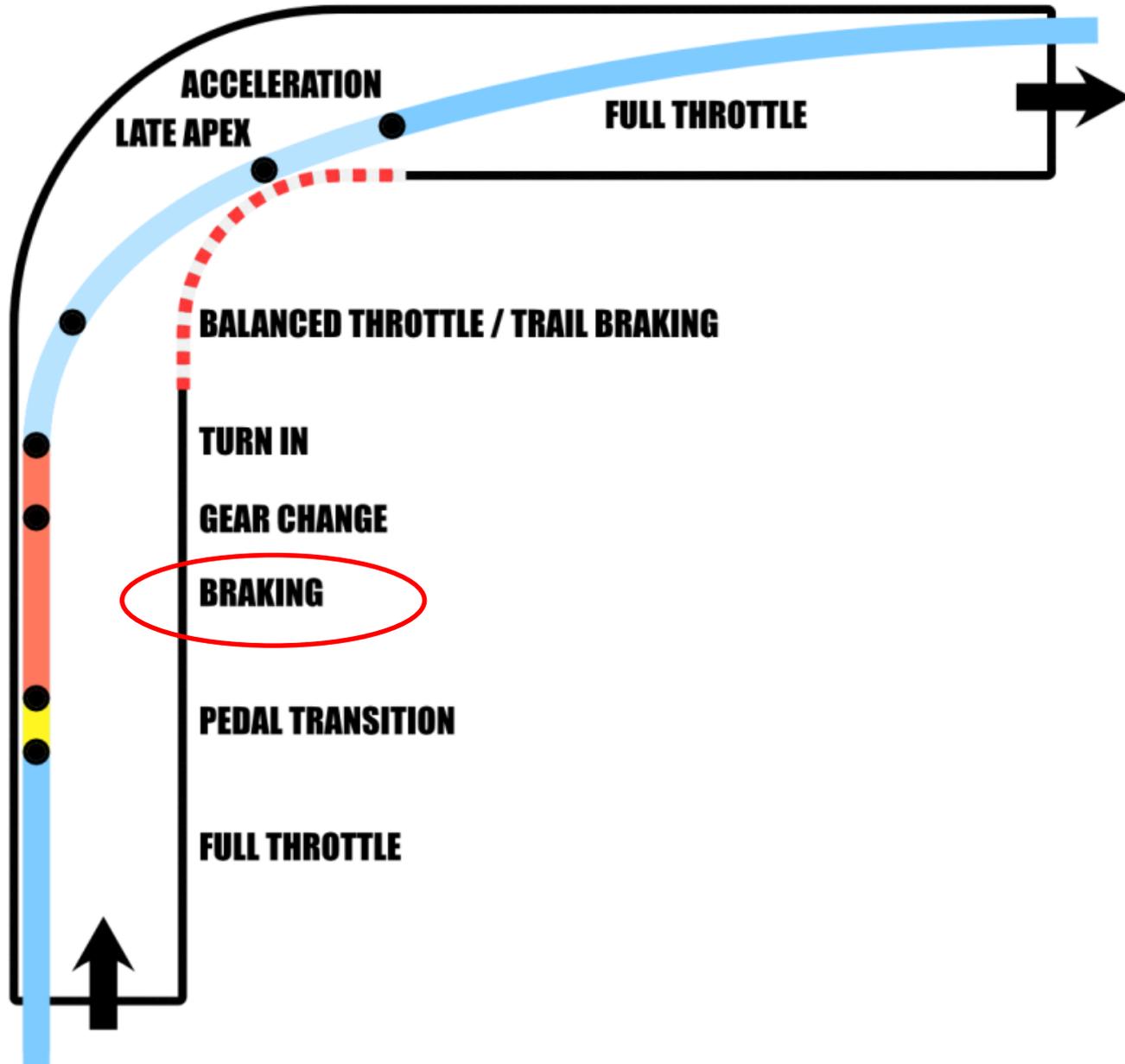
RESTORE

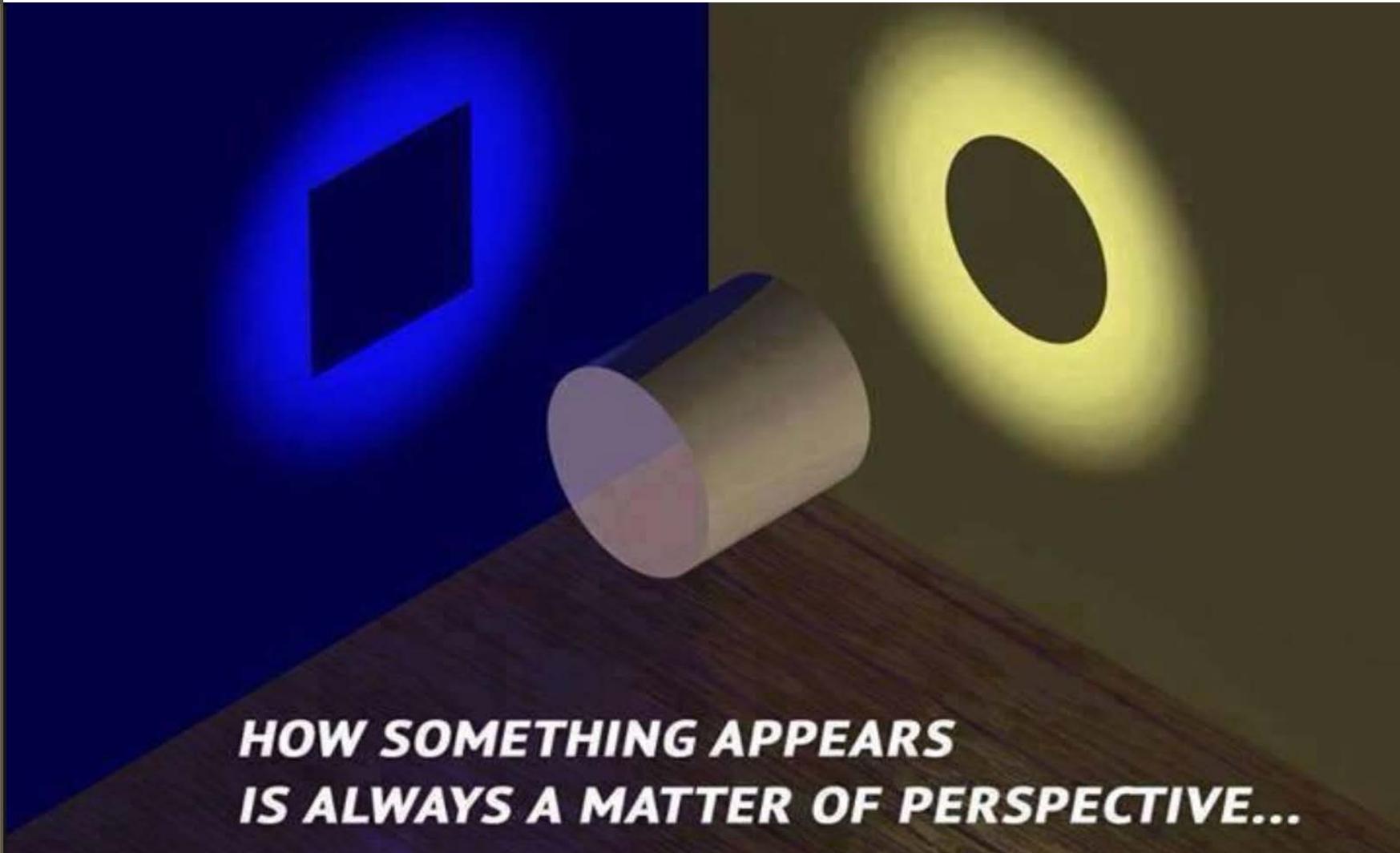


Full Throttle

- Booming tourism business achieving strong YOY growth
- Retail business trading strongly
- Largest event in the region
- Significant economic impact on the region
- 165 incredible volunteers
- Influencer within the local political and commercial landscape
- A false economy, made worse by significant external funding
- A feeling amongst stakeholders that we had lost our “why”
- Lack of influence in the community sector
- Funding models that are not sustainable
- Lack of diversity
- An identity crisis







***HOW SOMETHING APPEARS
IS ALWAYS A MATTER OF PERSPECTIVE...***

REINVENTION IS JUST A PESSIMISTS WORD FOR EVOLUTION



WHAT PEOPLE
HEAR

WHAT PEOPLE
SEE

REALITY

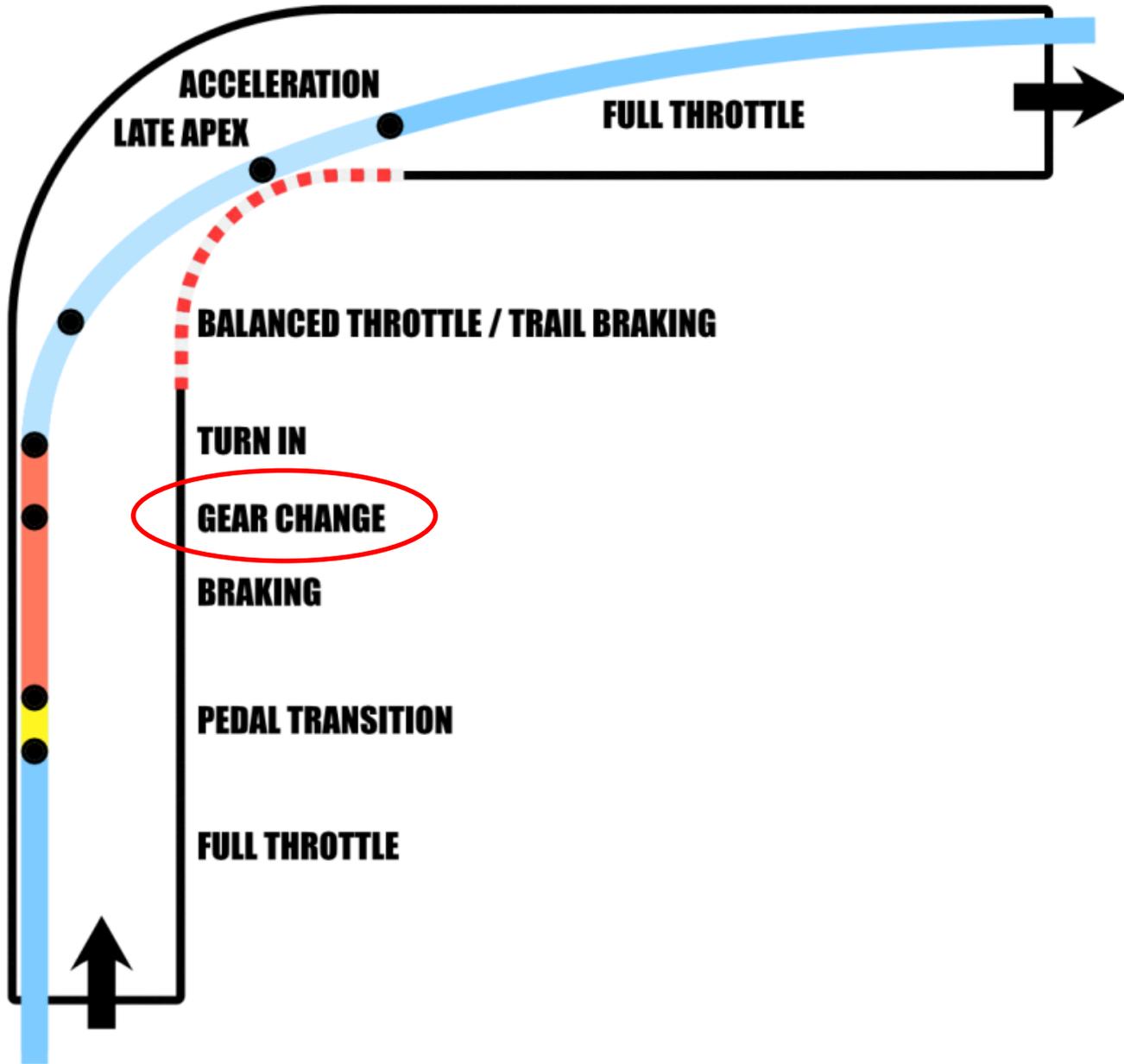
WHAT PEOPLE
BELIEVE

HOW PEOPLE
FEEL

DOESN'T

REALITY

WHAT PEOPLE
SAY
MATTER













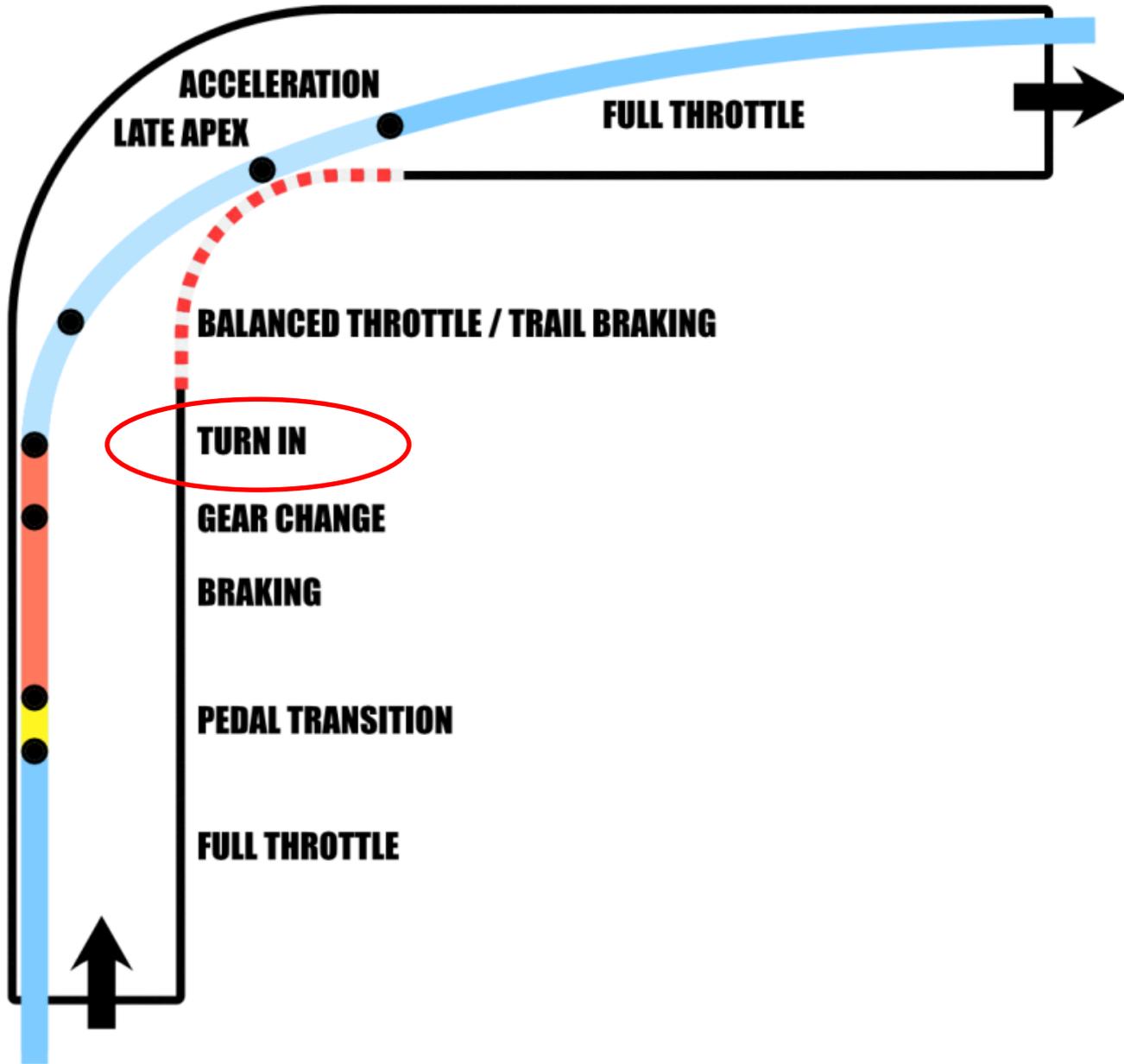
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The Goal

“To present the Trust as first and foremost a community organisation, that invests significantly for the benefit of the community and is in need and deserving of the communities support.”







