



**5049 Coastal
Community**
Stronger together

2021 Annual Report



Annual Report 2021

21 Oct 2021

Summary

The 5049 Coastal Community Association communicates and consults with residents of 2300 homes in the 5049 postcode - represents their concerns to Local, State and Federal Governments; other organisations and agencies (including commercial interests); and actively works to improve the local physical and social/cultural environment to make this a vibrant, responsible and successful community

We take on more than a "watching brief". Acknowledged as one of the most effective Resident Associations in the State, we are regularly sought out by Governments, organisations and agencies to provide insights into local issues. We conduct a range of public events; communicate directly with households through a range of media, and have a high profile in working effectively for the community. (see attached *strategic plan on a page*)

We have a strong reputation for fearlessly and effectively achieving results, whilst remaining politically unaligned. Our focus is on communication, public engagement and advocacy.

The Association continues to be strong, with over 700 signed up members and approximately 50 active volunteers.

We have maintained regular communications with all residents in our western postcode area (2300 homes), through our quarterly newsletters, Facebook page, website and monthly E-newsletters to signed up members.

Through engagement and advocacy with Holdfast Bay Council, Marion Council and our State and Federal members, we have seen positive progress on a number of issues which will improve our community.

Sponsorship remains solid and we have applied for and received several local Council and State government grants to assist our work. Our bank balance as at 30/6/21 was a healthy \$15,308.96. including unspent grants, by the end of 2021 we should have a surplus of approx. \$3500.

The following report details our achievement and challenges, and priorities for 2022.

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Members always welcome

As always, we warmly welcome new members and volunteers. To help us meet our goal of representing all the community in our area. Please scan the QR code below to join up, or click on this [link](#).



Neighbour Day @ McConnell Reserve Marino

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Main Report

We are pleased to report a number of achievements in 2021, despite living with the challenges of COVID 19

Major Achievements

- Continuing productive access to senior decision makers and Councillors at Holdfast Bay Council.
 - Planning for the upgrade of Seacliff Plaza
 - Slow but positive progress on the permanent Kingston Park Café, and the plans for the upgrade of Kingston Park (Tulukuttangga)
 - Verge planting in Kingston Park streets successfully led and completed by Lynda Yates.
- Successfully lobbied Marion Council to defer the sale of McConnell Reserve West, and prompted the upgrade of McConnell Reserve East, which is nearing completion
- Further development of the Kind Neighbour Program
- Several grants received from the SA Government and both Holdfast Bay and Marion Councils to support our work
- The EPA 12 month airborne dust survey in association with The Boral task group which has seen dust monitors placed in selected Marino homes.
- Encouraged Boral's commitment and implementation on the new Haul Road.
- Support for the Marino Rocks Community Cafe Coop group in their bid to purchase and run the Cafe/Restaurant for the community.

Go to our [website](#) for more details

Other Achievements

- Increased number of active volunteers (45+)
- Growth of our confidential email database (700+)
- Increased interest in our Newsletter from Sponsors due to the demise of the local Messenger Paper.
- Continuing to collaborate, and build relationships and credibility with our local, state and federal government officials when it is in the community's common interest.
- Supporting CASA (Community Alliance SA) on lobbying for improvements to the new planning system, to ensure better community engagement
- Continued engagement with the State Government and local Councils on the Improvements for Brighton Road, and local traffic

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- Engagement and collaboration with the Holdfast Bay Residents Alliance on matters of mutual interest e.g. Council Budgets, Councils Electoral Reform.
- Consultation with the City of Marion on the future of Marino Community Hall, upgrades to the Coastal Walkway and their Integrated Transport Strategy
- Supporting the Marino Community Hall in its increased activation and redevelopment following a renewed commitment by Marion Council.
- Support for the local Rail Care Groups at Marino Rocks and Seacliff Stations.

Challenges we faced in 2021

- Covid 19 and the impacts on our operations, in particular our face to face forums.
- The lack of engagement with the developer on the Cement Hill Area development.- Seacliff Park This is despite clear efforts and a general level of support in the community.
- The ongoing challenges and uncertainty about the impacts of the new Planning & Design Code on residential development within our area

We are hopeful that 2022 will see some progress on these issues in particular ... watch this space

Priorities for 2022

- Continue with all the issues highlighted by the community survey as important.
- Continue to communicate updates and a clear position on each issue and share with the community via the website, Facebook and hard copy/e-newsletters
- Enlist new members and active volunteers, to work on our priority activities
- Increase awareness of the Association and its activities through marketing and increased face to face interactions.
- Develop a comprehensive Communications Strategy to improve engagement, reach and impact.
- Undertake a feasibility study on the inclusion of the whole of the 5049 postcode in the Association i.e. Seaview Downs and the whole of Seacliff Park.

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Committee arrangements

We have had a strong, dedicated and successful Steering Committee for the Association through 2020-21.

Under the constitution there is a requirement to hold elections in 2021. As per the constitution half the longest serving committee members retire (see below) and can renominate. Other members of the Association can nominate for Committee positions. See [website](#) for details.

A motion will be put to the AGM to change the Name of President and Vice President to President and Co-President to better reflect the nature of those roles.

2021 Committee

- **David Bagshaw** – President Year 7– CoM liaison task group lead, Seacliff Park Task Group lead , strategic planning, infrastructure and development, media leader, acting secretary and general liaison.
Renominate
- **Mike Rutherford** – Vice President Year 4 – E news editor CoM liaison task group, State and Federal Govt Liaison, transport, infrastructure and planning liaison, and Marketing **Renominate**
- **Ian Young** –Public Officer Year 3 –Seacliff Liaison, HFB Council liaison task group lead, Environmental Task Group member, Membership lead
Renominate
- **Lynda Yates** - Treasurer Year 3, Environmental Task Group Lead, HFB Council Liaison task group, Green Adelaide Verge Planting Project lead.
- **Fleur Lerwill** – General Committee Member Year 3 – Facebook lead and Newsletter Production Lead **Retire**
- **David Mollison**- General Committee Member Year 1 - Budget support CoM liaison task group, Kind Neighbour Task Group member
- **David Cruickshanks-Boyd** - General Committee Member Year 2 - Acting President (3 months) Kind Neighbour Task Group lead, HFB Council liaison task group, E-News Lead and 5049 representative on the Kingston Park Master plan Reference Group
- **Liz Sadler** - General Committee Member Year 1 - Newsletter Editor and production support

2021 Committee retirements

Fleur Lerwill will not be re-nominating for 2022-23. Fleur is going to focus on her Election Campaign for local Coastal Ward Councillor with the City of Marion in 2022. Fleur will stay on as an active volunteer. We have greatly appreciated her time on the committee, particularly her leadership on the newsletter and Facebook

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2021 Committee mid-term appointments

Under the constitution the committee can make Mid-Term Appointments. **Judy Dangerfield** who has been the project manager for the Kind Neighbour 21 Task Group. Judy has done an amazing job on this community connector initiative. As a result Judy has been invited to be on the Committee as a Mid Term Appointment and has accepted.

2021 Task Group members and active supporters

See attached list

- **Task Group and Sub Group members** – comprise 20+ active members
- **Newsletter Delivery Team** – consisting of 27 dedicated members
- **So even if you don't want to be on the Steering Committee, there are ways you can help specifically:**
 - Help with social media
 - Help with Website content
 - Help with membership drives
 - Help with administration
 - Newsletter delivery
 - Leadership or participation in one of our Task groups
- **Ways to help generally**
 - Encouraging your friends to join us via our website
 - Participating actively in campaigns and on social media
 - Supporting our events and activities
 - Email us about issues of concern that you believe to be of wider community interest

2021 Sponsors & Resources

- **Local businesses who advertise in our 5049 Communicator newsletter** - *Splashout Studios, Splashout Gallery, Brock Harcourt, KatKow Yoga Studio, Brighton & Seacliff Yacht Club, Seaview Plumbing, Seacliff Recreation Centre, DIY Digital, All Wall Repairs*
- **Printing of Newsletter** *Local Federal Member for Boothby Nicole Flint generously prints our newsletter 4 times a year.*
- **Printing of Flyers** *Local State Member for Black David Speirs prints our flyers*
- **Membership Fees** *as a result of this support, and the many hours of volunteer time, we again voted to continue to provide free membership*
- **Resources** *All our generous, busy volunteers*

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Communications and Media

We will continue to use all of our communication options. Go to our website to sign up and receive our regular e-newsletters and email communications. As always, we will keep this information confidential. Please encourage your neighbours and friends to do the same. The paper newsletter continues to get good feedback so will continue as a feature of our communications.

Our e-newsletter communication via mail chimp provides regular updates on important issues in-between the hard copy newsletter - approx 8 e-newsletters per year.

Our website has been continued to be updated in 2021 under the leadership of Fiona Blinco at DIY digital. Fiona will continue to volunteer but will not play a major role from the end of 2021. We are planning to upgrade the platform in 2022 and are seeking volunteers to assist with that process as we change from Weebly to Wordpress.

Facebook continues to be popular for many in our community and is well managed by Fleur Leurwill.

Finance Report

The Association membership is still free of charge, so we rely on sponsorship funding from our advertisers in the 5049 communicator, community grants and in-kind support. So we are very fortunate to have such committed sponsors to keep us solvent and allow us to fund our activities.

Lynda Yates has managed our finances well, it has been particularly challenging this year with 3 major grants to account for including acquittals.

Our Balance as at 30 June 2021 was **\$15,308.96** including grants of **\$11,783.54** , which will result in a surplus of **\$3,525.42** by the end of the 2021 which gives us a strong financial basis to support, promote our activities and enhance our commitments to sponsor more activities within the community interest.(See detailed finance report attached)

2021 Events

Fortunately we managed to facilitate more events in 2021 than 2020.

- Several Kind Neighbour Task Group events in 2021.[see here](#)
- Neighbour Day Picnic @ McConnell Reserve March2021 [see here](#)
- Volunteer Day Thankyou Event May 2021 at Kingston House

We are optimistic that in 2021 we can provide more attractive and relevant public forums and events. These events are to provide opportunity for us to all interact, stay connected and contribute on issues of common interest. Please

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contact us if there are issues that you feel would warrant such an event. We aim for 4 events per year, but if there is a particular issue we will always be flexible and respond with your support.

Potential events 2022

- **Kingston Park Master Plan Review Forum**
- **Interactive ideas forum**
- **Planning and development forum**
- **Integrated Transport forum**
- **Community Party** to celebrate our connections and achievements together; and have some fun. To balance the more formal Forums.



Neighbour day Event at McConnell Reserve 2021

EOY Financial Report Jun 2021

Income 01/07/20 to 30/06/21

Opening Bank Balance as at 01/07/2020		\$5,182.03
Expenses		
Bank fees	5.40	
Event expenses	1,058.00	
Insurance	934.29	
Outside consultants	960.00	
Facebook	186.24	
Printing	5,495.50	
Kind Neighbour (code KN)	3,846.15	
Green Adelaide (code GA)	1,007.00	
City of Marion (code CM)	0.00	
Misc	300.00	

Total Expenses	13,792.58	\$13,792.58 (but excluding grants = \$8,939.43)
Income		
Advertising revenue	10,760.00	
Bank interest	0.90	
Raffle tickets	616.07	
Grants	11,783.54 (= \$4,875.00 KN, \$3,655.00 CM, \$3,253.54 GA)	
Misc	659.00	

Total Income	23,819.51	\$23,819.51 (but excluding grants = \$12,035.97)
Gain for Year	10,026.93	\$10,026.93 (but excluding grants = \$3,096.57)
Closing Balance as at 30/06/21		\$15,208.96
Plus Petty Cash		\$100.00

		\$15,308.96
Check		
<i>Opening Bank Balance 01/07/20</i>	\$5,182.03	
<i>Less expenses</i>	-\$13,792.58	
<i>Plus income</i>	\$23,819.51	
Closing Balance 30/06/21	\$15,208.96	



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Stronger together

20-25 Strategic Plan Overview

Feb-21

VISION	CORE VALUES	OBJECTIVES
<p>5049 Coastal Community is a vibrant, welcoming and progressive community that actively promotes and protects the character and culture of our community, whilst supporting positive sustainable change</p>	<ul style="list-style-type: none"> • Transparency • Credibility • Integrity • Courage • A-Political • Respectful • Inclusive • Environmentally responsible • Enjoy the journey 	<p>The majority of our community are members are engaged in our activities and endorse our relevance and effectiveness in the community, measured by feedback and levels of engagement</p>
<p>MISSION</p> <p>To facilitate representation of and engagement in the 5049 Coastal Community, through advocacy, clear communication, productive relationships and positive activation in matters of common community interest for enhancement of its natural and built environment and culture</p>		
<p>GOAL</p>	<p>STRATEGY</p>	<p>LOCATION</p>
<p>REPRESENTATION To engage with our community effectively, support active participation and grow membership and influence</p>	<p>To effectively communicate with our community via various mediums: Newsletter; Website; FB; E-news; Surveys; Door knocking; Events; Meet n Greet sessions; Presentations; All geared to inform, support and encourage engagement/participation on issues of community interest; within the organisation's capacity</p>	
<p>RELEVANCE To ensure the Association's relevance and to serve the community by including critical areas of shared community interest</p>	<p>Monitor local activities and events, determine and report on the issues of critical community interest. Seek periodic feedback via communications in the Representation Strategy to ensure our focus is on the "hot " topics for the community. This does not preclude the Association leading and initiating issues of potential community interest. All to be undertaken within the organisation's priorities and capacity.</p>	
<p>RESPONSIVE To be flexible and responsive to critical common community issues as they arise</p>	<p>Engage residents with positive news; Create "annual" highlights list on webpage. Achieve one "win" per year (a tangible outcome or a social event or small community project). Inform /educate residents on issues of community interest.Communicate historical stories. Identify people with particular skills required for specific tasks at that time or ongoing support. All to be undertaken within the organisation's priorities and capacity.</p>	
<p>RELATIONSHIPS To engage collaboratively with stakeholders effectively, build trust and increase collective capacity and influence on critical areas of community interest.</p>	<p>Develop trusted relationships with key stakeholders, other groups and people within our area, ie residents, local Councils and Government, local businesses, other community groups and Association sponsors. Establish opportunities for collaboration on common issues to ensure that resources and capacity to act are shared with a common purpose. This to be undertaken by all Committee and Task Group members within the clear guidelines and protocols.</p>	
<p>RECOGNITION To recognise and celebrate our successes for the community</p>	<p>Arrange specific Community events; Celebrate the dedication of committee members and community volunteers.</p>	