



VISION		CORE VALUES	LOCATION
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		<ul style="list-style-type: none"> • Transparency • Credibility • Integrity • Courage • A-Political • Respectful • Inclusive • Environmentally responsible • Enjoy the journey 	
MISSION			
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 environs.environment and culture			
#	GOAL	STRATEGY	
1	REPRESENTATION To prioritise issues of local concern, establish the degree of support for those issues, and actively represent residents to Governments, agencies and organisations to ensure that 5049 is a better community	Monitor issues of common community interest and vigorously pursue actions to achieve change.	
2	RELEVANCE To grow membership by engaging with our community effectively and to pursue issues of community interest	Media stories; Newsletter; Website; FB; E-news; Surveys; Door knocking; Events; Meet n Greet sessions; Presentations;	
3	RESPONSIVE To be flexible and responsive to common, community issues as they arise	Communicate historical stories; Engage residents with positive news; Create "annual" highlights list on webpage. Achieve one "win" per year (a tangible outcome with council or a social event or small community project). Inform /educate residents on issues of community interest Identify people with particular skills required for specific tasks at that time or ongoing support	
4	RELATIONSHIPS To engage collaboratively with stakeholders effectively, build trust and increase influence	Align ourselves with *stakeholders, other groups and people within our area.; *Residents, local Councils and Government, local businesses, other community groups and Association sponsors.	
5	RECOGNITION To recognise and celebrate our successes	Arrange specific Community events; Celebrate the dedication of committee members and other volunteers.	

TO ALWAYS BE MINDFUL OF:	ULTIMATE OBJECTIVE:	
Check whether our strategies and activities are aligned to serving our community	<p>The majority of our community are members, are engaged in our activities and endorse our relevance and effectiveness in the community, measured by membership and feedback</p>	
Check whether our strategies and activities are aligned to Councils if not why not?		
Awareness of how our Brand is perceived and impacted in our community and with various stakeholders		
Whether our activities are reaching the majority of our community		