



MRA Strategic Plan - DRAFT Summary and time line

May 18 2018

LEGEND	
2	Number of events
Yellow background	Block of time
*	Periodic

#	Goal	Strategy	2018				2019				2020				2021				2022			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	To continue to anticipate and be flexible and responsive to common, community priorities.	Monitor local community concerns and sentiment as expressed through the public (local, state and national) and social media, Association surveys, council meetings etc Identify, attract and allocate the volunteer resources to support this goal	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
2	To ensure the Association's relevance to our community	Monitor, determine and report on the issues of common, community interest by conducting an annual survey and adopting strategies consistent with goal #1. Ongoing through quarterly Newsletter, 5049 Coastal Community website and social media.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
3	To communicate more effectively with our community	Establish an expanded confidential email data base by continuing to encourage and monitor website registration, promote via social media, events, door knocking, drop in sessions, flyers, promotional talks, displays and print media stories and letters with incentives. Set up common access data base and file storage.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	3.11 Grow Social media presence and engagement:	Establish links with allied groups including Local government Volunteer(s) to manage under leadership from expert volunteers or part paid consultants (egJenny Tuck Splashout Studios, Fiona Blinco DIY Digital) Encourage limited sponsor links Volunteer to monitor and coordinate schedule of promotions					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	3.12 Grow Website engagement and interaction	Update content including images and notify the data base; include blog/survey for community inputs	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	To increase the influence we have with our key stakeholders	Encourage more direct interaction with residents by Holding at least 2 open meetings per year for residents to convey their concerns; Hold annual Christmas functions - celebrations Encourage greater interaction with non-resident stakeholders	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
5	To include Seacliff residents in our 5049 Coastal Community	Prepare an article for the local Messenger advising Seacliff residents that they will now be part of the 5049 Coastal Community including the benefits to them, background and rationale. Adopt a variety of other media to promote their inclusion: eg 5049 Coastal Community Newsletter , distribute flyers to all Seacliff residents in week 2 of May using the local . Build up email data base. Include Seacliff residents in all community wide communications, information distribution, surveys, public and social media, meetings and events. Increase Seacliff reps on the committee.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
6	To recognise and celebrate our Association's successes	Communicate historical stories from the Residents Association .Engage residents with positive news from the 5049 Association by sharing one short, sharp "good news" story on social media quarterly.Celebrate the dedication of committee members and other volunteers by sharing one short, video profile of a committee member / volunteer on social media quarterly and sharing a "life in a week (or month) of the 5049 ASSOCIATION" on social media / newsletter. Create "annual" highlights list on webpage. Achieve one "win" per year (a tangible outcome with council or a social event or small community project)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
7	To develop a new 5049 Coastal Community Constitution and related governance arrangements	Review other NFP constitutions to confirm most appropriate structure and content and to comply with any legal requirements as a registered organisation. Draft and review with committee. Seek communityinputs via email and forum. Finalise and enact by AGM 2018. Continue to apply and monitor activities aagainst the framework of the constitution									*				*				*			*
8	To increase the resources and expertise as required by the Association to support its activities.	Align ourselves with other groups and people within our area. Identify people with particular skills within our area to create a competency profile and ask for a representative to join our Association, come to general meetings and taske on specific tasks in support of the ASSOCIATION ie specific campaigns or ongoing support					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
		Seek agreements for a membership fee.																				