



# 5049 Coastal Community

*Stronger together*

**2022 Annual Report**



## Annual Report 2022

30 Oct 2022

### 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, while remaining politically unaligned. Our focus is on communication, public engagement and advocacy.

The Association continues to be strong, with over 740 signed up members and 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 30/6/22 was a healthy \$25,414.01 including unspent grants. By the end of the 2022 calendar year we will still have a healthy surplus to support our activities in 2023.

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### Members always welcome

As always, we warmly welcome new members and volunteers for our task groups or Committee. 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](#).



**Wheatland St Shed Eyesore Rally Feb 2022**

## Main Report

We are pleased to report a number of achievements in 2022.

## Major Highlights

- Continuing productive access to senior decision makers and Councillors at Holdfast Bay Council lead by Ian Young
  - Seacliff Plaza - A new Amenities Block and improved Beach Access have been approved as the first stage of the Seacliff Plaza Redevelopment. Construction is planned to be undertaken in the low season of 2023.
  - Finally after years of campaigning, the permanent Cafe at Kingston Park Reserve is fully committed with Local legends Seller Door as the operators. Council expect the cafe to be operational in 2023 (probably late)
  - Slow but positive progress on and the plans for the upgrade of Kingston Park (Tulukuttangga)
  - 2021 Verge planting in Kingston Park streets led and completed by Lynda Yates recognised by Green Adelaide as a great example of local greening
- Continuing to liaise closely with City of Marion Ward Councillor Tim Gard, although without regular access to Council Admin team in 2021/22 Lead by David Bagshaw
  - Upgrade of McConnell Reserve East and deferment of the decision to sell off the western portion pending further evaluation by Council concluding in Feb 2023
  - The commitment by the City of Marion to the new Marino Community Hall following successful Federal and State funding . Due for completion April 2024
  - Participating in the excellent City of Marion " Marion 100" citizens forums ( 2) which were designed to hear from a diverse group on what is important for our community and to seek early input .
- Seacliff Shed Eyesore Campaign Rally raised awareness of this travesty of process. Ongoing private challenges to this appalling outcome through the courts...watch this space lead by David Cruickshanks-Boyd
- Successful Neighbour Day celebrations at McConnell Reserve, as part of the long running campaign to activate and share this unique level open space with the best views in Marino after the lighthouse! Lead by Judy Dangerfield and the Friends of McConnell
- Kind Neighbour Program secured significant funding to commission a purposed designed catering trailer "Neighbour Trailer" to facilitate connections via mini events in your area lead by Judy Dangerfield/David Mollison
- Several grants received from the SA Government and both Holdfast Bay and Marion Councils to support our work

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- Seeing and supporting the Marino Rocks Community Cooperatives successful bid to take over the Marino Rocks Cafe for the community by the community our own Marino Rocks Social
- Our Community Engagement Forums held in Feb/March 2022 to test and improve our methods of community engagement. This has resulted in a new Communications Task Group who are developing a new website with DIY Digital utilising a grant from City of Holdfast Bay lead by Liz Sadler

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

### Other Achievements

- Increased number of active volunteers (50+)
- Growth of our confidential email database (740+)
- Continued increasing 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
- Engagement and collaboration with the Holdfast Bay Residents Alliance on matters of mutual interest eg Council Budgets, Councils Electoral Reform.
- Consultation with the City of Marion on the upgrades to the Coastal Walkway and their Integrated Transport Strategy
- Support for the local Rail Care Groups at Marino Rocks and Seacliff Stations
- The EPA 12 month airborne dust survey in association with The Boral task group with dust monitors placed in selected Marino homes is due to conclude in Oct/Nov 2022
- An approach from 5049 East (east of Brighton Road) to consider expanding to the whole of the 5049 area

### Challenges we faced in 2022

- The continued 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

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- The lack of regular direct engagement with the City of Marion senior management
- The lack of public transparency and community engagement on the development of the new Marion Community Hall. There has been none since 2020 and it will start building in 2023
- Lack of early collaboration on budget development/priorities by local councils
- Lack of follow up by Council on the "Marion 100" process
- Lack of traction on the Integrated Transport Strategy by both Councils

**We are hopeful that 2023 will see some progress on these issues in particular ... watch this space.**

### Priorities for 2023

- Launch of the new 5049 interactive website
- Launch of the much anticipated 'Neighbour Trailer'
- Undertake a comprehensive community survey
- Carry out a review of the 5049 strategic plan
- Continue to communicate updates and a clear position on each issue and share with the community via the website, Facebook and 5049 Communicator/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 ie Seaview Downs and the whole of Seacliff Park.

### Committee arrangements

We have had a strong, dedicated and successful Steering Committee for the Association through 2021-22.

Under the constitution there is no requirement to hold elections in 2022



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## 2022 Committee

- **David Bagshaw** – President Year 8– CoM liaison task group lead, Seacliff Park Task Group lead , strategic planning, infrastructure and development, media leader, acting secretary and general liaison. Newsletter Delivery team
- **David Cruickshanks-Boyd** - Vice President Year 3 - HFB Council liaison task group, E-News Lead and 5049 representative on the Kingston Park Master plan Reference Group, Planning & Development lead, Boral Task Group support
- **Ian Young** –Public Officer Year 4 –Seacliff Liaison, HFB Council liaison task group lead, Environmental Task Group member, Membership lead Newsletter Delivery team
- **Lynda Yates** - Treasurer Year 4, Environmental Task Group Lead, HFB Council Liaison task group. Newsletter production support and Delivery team
- **David Mollison**-Year 2 General Committee Member Year 1.75- Budget support, CoM liaison task group, Kind Neighbour Task Group member, McConnell Reserve independent task group support
- **Liz Sadler** - General Committee Member Year 1.75 - Communications Task Group Lead, Newsletter Editor and Production Manager and Delivery team
- **Judy Dangerfield** General Committee Member Year 1 Kind Neighbour task Group Lead, Grant procurement Lead, Newsletter production support
- **Kinder Tabb-Snyder** General Committee Member Year 0.25 - Retired due to unforeseen commitments

## 2022 Committee retirements

- **David Bagsahw General Committee 2 yrs president 6 years** - Retired due to other commitments demanding more time and in the full knowledge that it is good for the Association and there is a strong team to continue. David will stay on the Work groups he leads and continue to assist where he can.

## 2022 Committee mid-term appointments

Nil

## 2022 Task Group members and active supporters

See attached list

- **Task Group and Sub Group members** – comprise 50+ active members
- **Newsletter Delivery Team** – consisting of 30 dedicated members
- **So even if you don't want to be on the Steering Committee, there are ways you can help specifically:**
  - o Help with social media
  - o Help with Website content
  - o Help with membership drives
  - o Help with administration
  - o Newsletter delivery

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- o Leadership or participation in one of our Task groups
- **Ways to help generally**
  - o Encouraging your friends to join us via our website
  - o Participating actively in campaigns and on social media
  - o Supporting our events and activities
  - o Email us about issues of concern that you believe to be of wider community interest

### 2022 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, Seller Door, Purple Pixel, All Wall Repairs*
- **Printing of Newsletter** *New Local Federal Member for Boothby Louise Miller-Frost generously continues to sponsor printing 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*

### 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 Mailchimp provides regular updates on important issues in between the hard copy newsletter - approx 8 e-newsletters per year.

We are pleased to announce that we have been successful with a grant to upgrade the website based on feedback from our Communications Task Group's activities. A team from the Task group are busily preparing to upgrade and update the website to make it more accessible and legible. This group is lead by Liz Sadler with professional assistance from Fiona & Richard Blinco from DIY Digital.

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



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## 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.

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 30/6/22 was a healthy \$25,414.01 including unspent grants. By the end of the 2022 calendar year we will still have a healthy surplus to support our activities in 2023.

## 2022 Events

- Ongoing Kind Neighbour Task Group events in 2021. [see here](#)
- Neighbour Day Picnic @ McConnell Reserve April 2022 [see here](#)
- Wheatland St Shed Eyesore Rally Feb 2022 [see here](#)
- 5049 Communication workshops [see p11](#)

We are optimistic that in 2023 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 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 2023

- **Kingston Park Master Plan Review Forum**
- **Planning and development Forum**
- **Integrated Transport Forum**
- **Seacliff Park Development Community Meeting**
- **Hilltop Hub@McConnell Campaign**
- **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 2022

## EOY Financial Report Jun 2022

### Income 01/07/21 to 30/06/22

Opening Bank Balance as at 01/07/2021

**\$15,208.96**

#### **Expenses**

Bank fees 18.40

Insurance 909.87

Outside consultants 1,680.00

Printing 7,094.30

Grants:

City of Marion (code CM) 3,780.27

City of Marion (code CV) 1,029.33

Kind Neighbour (code KN) 1,077.55

Green Adelaide (code GA) 2,762.31

Misc 290.40

**Total Expenses 18,642.33**

**\$18,642.33** (inc grant expenses of \$8,649.68)

#### **Income**

Advertising revenue 11,330.00

Bank interest 1.25

Raffle tickets 1,491.13

Grants 15,800.00

Donations 225.00

**Total Income 28,847.38**

**\$28,847.38** (but excluding grants = \$13,069.38)

**Gain for Year 10,205.05**

**Closing Balance as at 30/06/22**

**\$25,414.01**

**Plus Petty Cash**

**\$100.00**

**\$25,514.01**

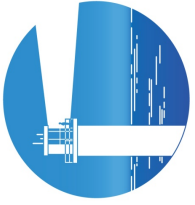
#### **Check**

*Opening Bank Balance 01/07/21* **\$15,208.96**

*Less expenses* **-\$18,642.33**

*Plus income* **\$28,847.38**

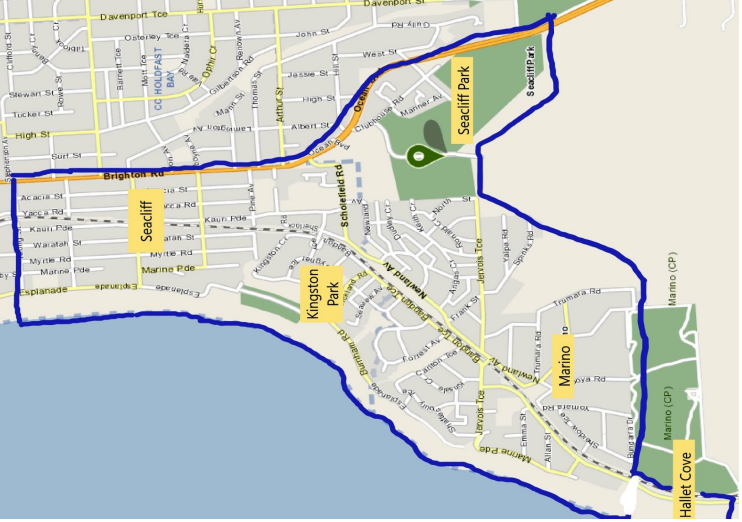
*Closing Balance 30/06/22* **\$25,414.01**



**5049 Coastal Community**  
*Stronger together*

## 20-25 Strategic Plan Overview

Feb-21

VISION		CORE VALUES	OBJECTIVES
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"><li>• Transparency</li><li>• Credibility</li><li>• Integrity</li><li>• Courage</li><li>• A-Political</li><li>• Respectful</li><li>• Inclusive</li><li>• Environmentally responsible</li><li>• Enjoy the journey</li></ul>	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
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 environment and culture			
GOAL		STRATEGY	LOCATION
<b>REPRESENTATION</b> To engage with our community effectively, support active participation and grow membership and influence		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	
<b>RELEVANCE</b> To ensure the Association's relevance and to serve the community by including critical areas of shared community interest		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.	
<b>RESPONSIVE</b> To be flexible and responsive to critical common community issues as they arise		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.	
<b>RELATIONSHIPS</b> To engage collaboratively with stakeholders effectively, build trust and increase collective capacity and influence on critical areas of community interest.		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.	
<b>RECOGNITION</b> To recognise and celebrate our successes for the community		Arrange specific Community events; Celebrate the dedication of committee members and community volunteers.	

## 5049 Coastal Community

Members Working with our Community for our Community

Supporting Activities & Projects through advocacy and engagement

### PROJECT ACTIVITIES REVIEWED -- ACHIEVEMENT RATING as of October 2022

Community Engagement							
Holdfast Bay Council							
Seacliff change rooms/toilets & plaza							
Kingston Park Café							
Kingston Park (Tulukutangga)							
Verge Planting							
Marion Council							
McConnell Reserve							
Grants							
Marino Dust Monitoring							
Marino Rocks Community Café Coop							
Seacliff Park Development							
Marino Hall Centre Development							
Kind Neighbour Program							
5049 Newsletter							
Achievement rating	1	2	3	4	5	6	7



## 5049 Coastal Community

Members Working with our Community for our Community

## Activity Map 2022

