



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"> <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>	<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>	
MISSION		<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>	
GOAL		STRATEGY	LOCATION
<p><b>REPRESENTATION</b> 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: 5049 Communicator newsletter; website; FB; E-News; surveys; door knocking; events; Meet n Greet sessions; presentations - all geared to inform, support and encourage engagement/participation in issues of community interest; within the organisation's capacity</p>		
<p><b>RELEVANCE</b> 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><b>RESPONSIVE</b> 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><b>RELATIONSHIPS</b> 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><b>RECOGNITION</b> 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>		