



# Strategic Plan 2018-2021

# About us..

Pottsville Beach Neighbourhood Centre provides a wide range of supports and service options for the most vulnerable members of the Tweed Coast community, including families-at-risk and people experiencing homelessness or domestic violence.

We proudly walk alongside First Nations people and participate wholeheartedly in local and national activities to promote respect, equality and opportunity in the spirit of true reconciliation.

Established in 2000, we are the only not-for-profit organisation offering generalist human services on the Tweed Coast in far Northern NSW.

Image: painting 'Yelgun'

"Yelgun represents the sun . It is the giver and taker of life. Three important elements come from Yelgun that we cannot live without - they are light, heat and life. Yelgun is a male planet." Uncle Maggie

# **Welcome**

**Our Strategic Plan is a guide for us to keep pace with an ever-changing environment and to respond to challenges, to build on our strengths and maintain supports for people living in our region.**

**We have an excellent record of supporting people from diverse backgrounds since 2000 by adapting and evolving, forging strong partnerships and providing appropriate services and supports to address community need.**

**We have a distinct focus on supporting growing communities with a high number of disadvantaged and vulnerable community members including families, youth and older people.**

**This Plan ensures PBNC will be:**

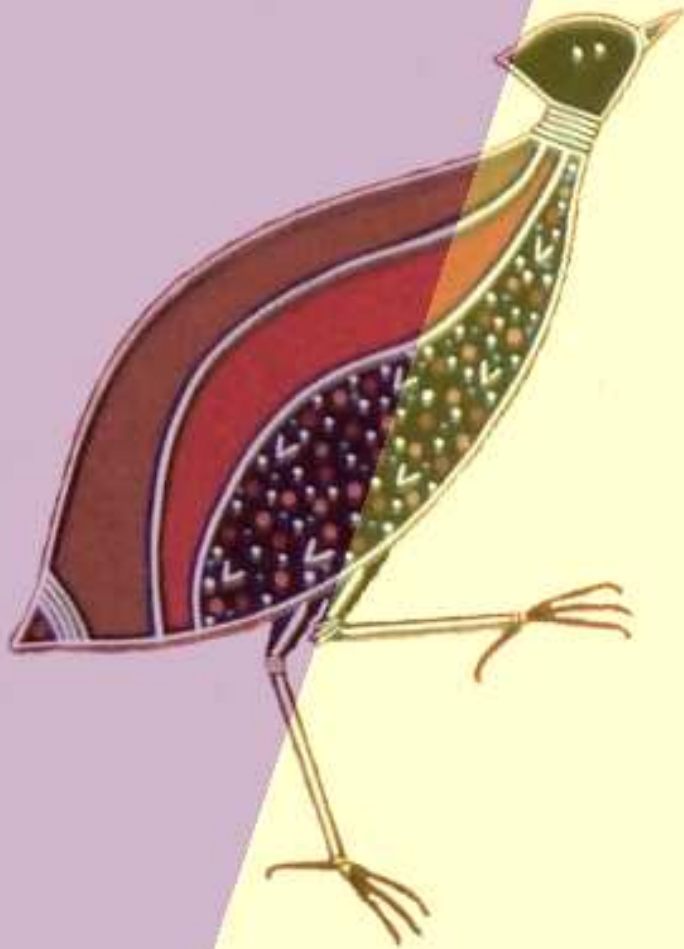
- ⇒ open, connected and fully responsive to community needs;**
- ⇒ a strong, diverse organisation that is proud of its history of service;**
- ⇒ an organisation that is deeply embedded in its community;**
- ⇒ proactive on social justice issues and willing to share experiences; and**
- ⇒ financially sustainable.**

**PBNC is receptive to community voices - drop in, meet our team of dedicated workers (staff and volunteers), or join in and participate to create optimum results for all.**



## **We offer...**

- ❖ **an open door and a warm welcome to all**
- ❖ **a range of in-house services, offering a suite of programs and supports, including material aid, for vulnerable individuals and families**
- ❖ **referral and advocacy for support that is available elsewhere**
- ❖ **an agent and access point for C'th Department of Human Services (including Centrelink)**
- ❖ **accessible community hub facilities which host a wide range of community activities and services, such as counselling, legal advice, financial counselling, and digital skills building and literacy services**
- ❖ **opportunities for members of the community to interact, connect and participate - outdoors and indoors - via our modern playground, community gardens, courtyard, Sunday Markets, vibrant and inclusive volunteer program and meeting/training spaces.**



**We offer a wide range of activities which attract people of all ages, stages, backgrounds and circumstances. We are often the first 'port of call' for people who are in very difficult situations and who need assistance. People come to us from Pottsville, other Tweed Coast communities, and more broadly across the Tweed Shire. Our holiday location means that international and interstate visitors also access our services.**

**We pride ourselves on the strength of our partnerships with other organisations in our region, and work seamlessly with these partners to ensure every person who comes through our door receives appropriate, wrap-around support when they need it.**

**We are a not-for-profit, registered charity and an incorporated association. While we receive some term-limited federal and NSW government funding for specific services, but we rely on the community's support of our social enterprises for the majority of our funding. As a non-profit, every dollar raised through these enterprises goes back into providing much-needed support for the community.**

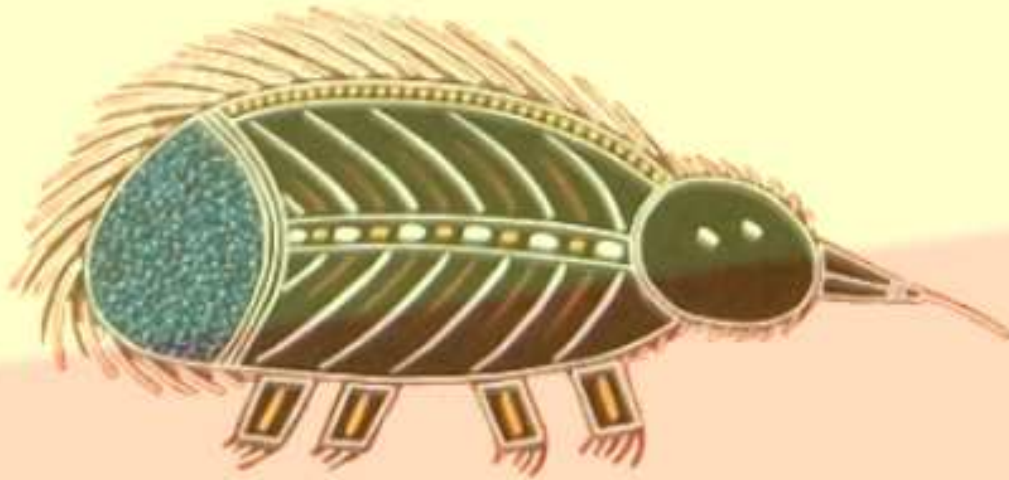


## **Our vision..**

Everything we do is directed towards the goals of maintaining and supporting a community that is strong, inclusive and connected.

## **Our mission..**

Day to day, all of our activities are focused on relieving poverty, sickness, suffering, distress, misfortune, destitution or helplessness.



## Our values..

**We believe strongly in:**

**The right of people to make choices in their own lives.**

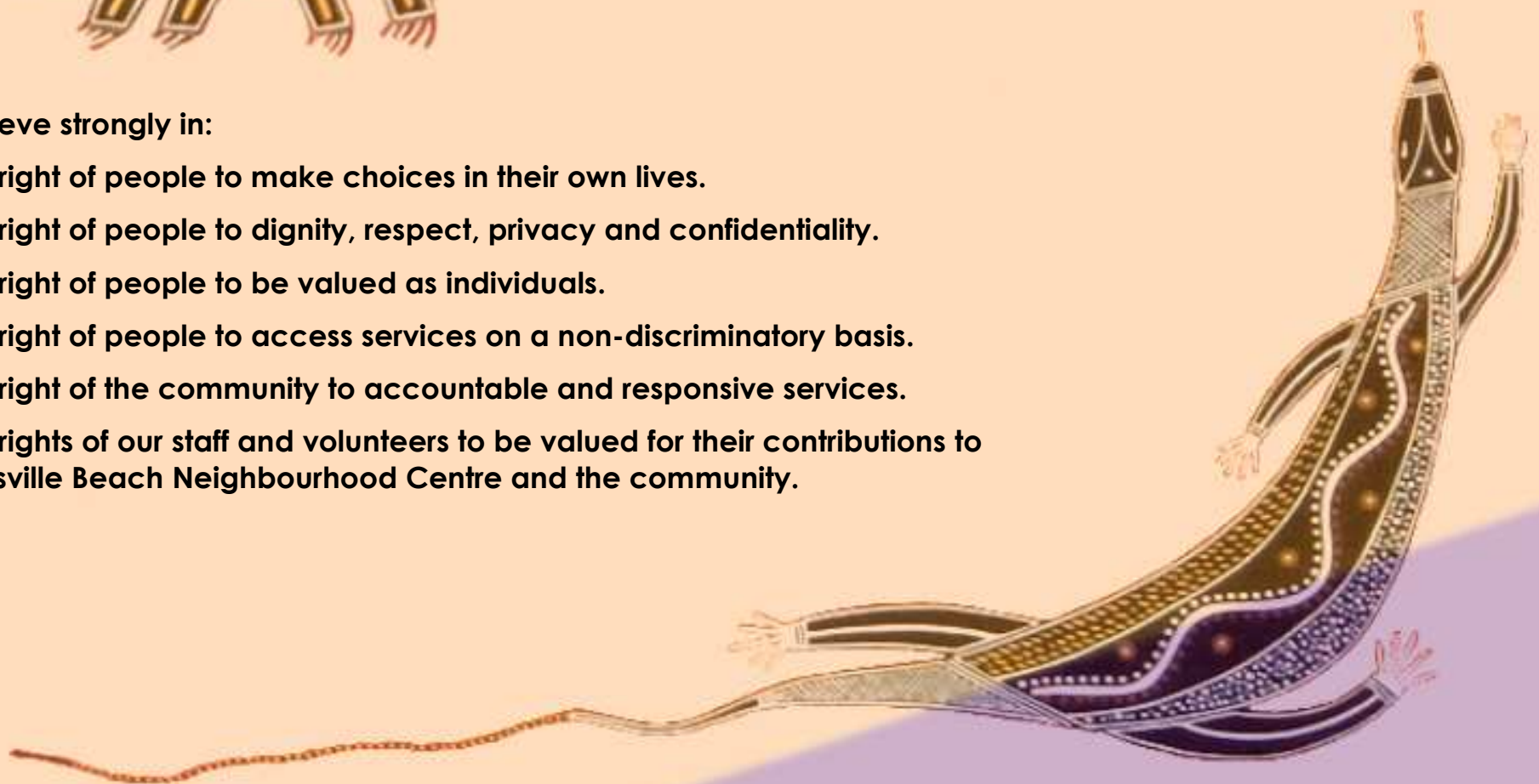
**The right of people to dignity, respect, privacy and confidentiality.**

**The right of people to be valued as individuals.**

**The right of people to access services on a non-discriminatory basis.**

**The right of the community to accountable and responsive services.**

**The rights of our staff and volunteers to be valued for their contributions to Pottsville Beach Neighbourhood Centre and the community.**





# Our strategy..

**To support a strong, inclusive and connected Tweed Coast community, particularly its most vulnerable members, our goals for the next three years are to:**

**Be open, connected and fully responsive to the community's needs.**

We will open our door to recognising needs, set the conditions to support local solutions and continually improve how we support the community.

**Nurture a strong, diverse organisation that is proud of its impact.**

We will put people first, embrace diversity, celebrate our results and improve the integration of our various functions.

**Embed ourselves in the community we serve.**

We will invite and listen deeply to community aspirations, value all forms of community service, deepen our connections in regional networks and align how we present ourselves to the community's focus.

**Improve our financial sustainability.**

We will maximise the profitability of our social enterprises and seek partnerships in likely and unlikely places.



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The beautiful Aboriginal artwork in this document is used with kind permission from the artist, Uncle Magpie (pictured above with his painting 'Bush Tucker').

Pottsville Beach Neighbourhood Centre is proud of our connection to, and partnership with, local First Nations people. We are also proud to be continuing a long tradition - stretching back thousands of years - of community gathering together on the land where our main service hub is based in Pottsville.

