



Strategic Plan 2022-2025

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 individuals and families-at-risk and people experiencing homelessness, domestic violence, life challenges.

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 Magpie

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 a variety of supports for people living in our region.

Since our establishment in 2000, we have achieved outstanding results for people from diverse backgrounds and circumstances. We have done this by adapting and evolving, forging strong partnerships and providing appropriate services and supports to address community need. We are proactive in supporting people early, before problems become entrenched.

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

This Plan ensures PBNC will be:

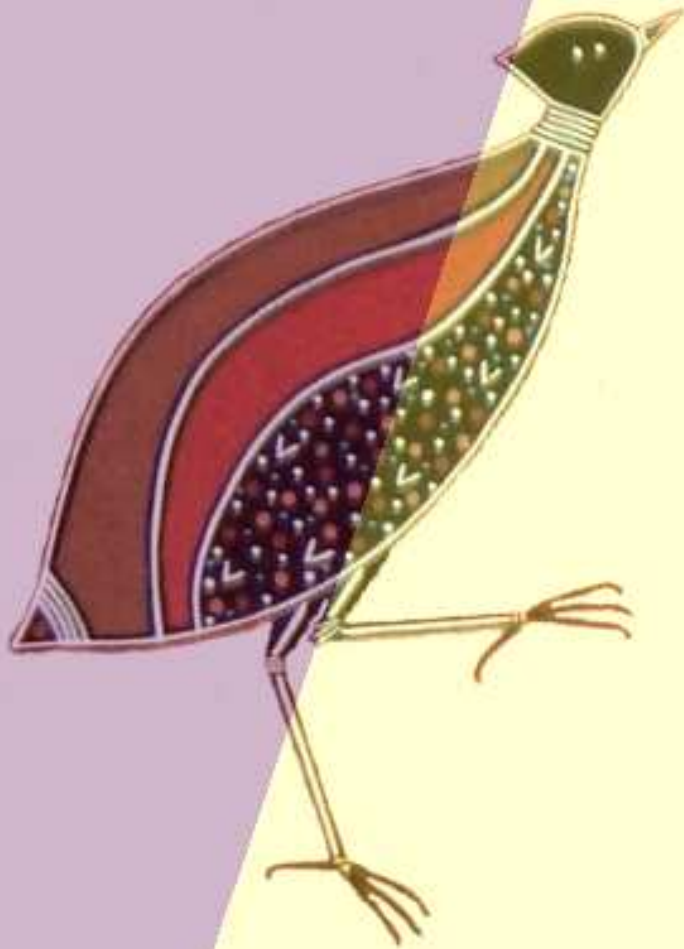
- ⇒ open, connected and fully responsive to community needs**
- ⇒ a strong, diverse organisation that is proud of its history of service**
- ⇒ an organisation that is deeply embedded in its community**
- ⇒ proactive on social justice issues and willing to share experiences**
- ⇒ financially sustainable.**

PBNC is receptive to community voices - please drop in, meet our team of dedicated workers (staff and volunteers), and 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 child, youth and family services and material aid for vulnerable individuals and families
- ❖ referral and advocacy linkages to supports that are available elsewhere
- ❖ An Australian Services' Agent and Access Point for Centrelink, Medicare and Child Support customers
- ❖ accessible community hub facilities which host a wide range of community services and activities, 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 - using our physical assets, eg outdoor playground, community gardens, courtyard and Sunday markets AND indoors, within multiple interview/meeting/training spaces AND through our inclusive volunteer, mentoring and work experience programs



We also 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 request assistance. People come to us from Pottsville, other Tweed Coast communities, and more broadly across the Tweed Shire and neighbouring local government areas (LGAs). Our holiday location means that international and interstate visitors also access our services from time to time.

We pride ourselves on the strength of our partnerships with other organisations and specialist practitioners 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 and programs, we rely on community support of our social enterprises to fully function, adapt and grow. As a non-profit, every dollar raised through these enterprises goes back into providing much-needed supports, according to identified need.



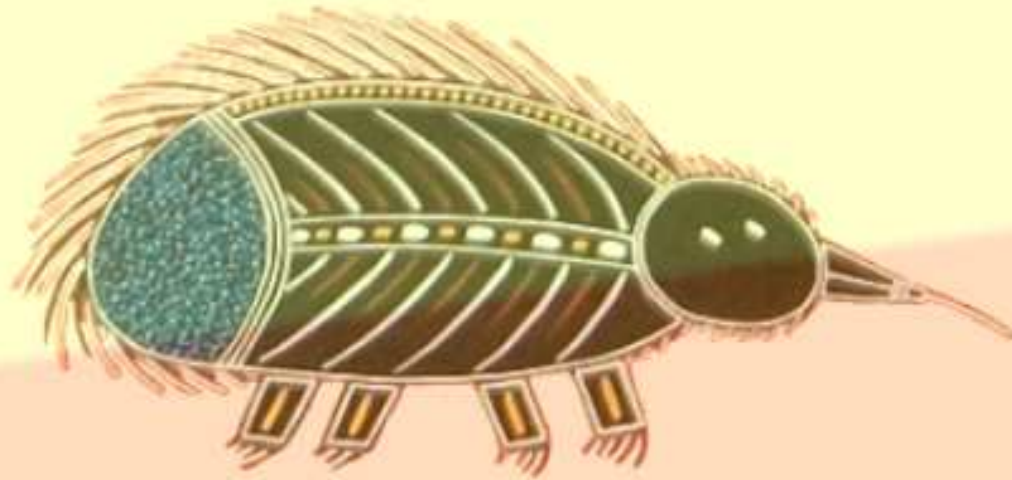
Our vision..

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

Our mission..

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

We have a priority focus on those who are socially and economically disadvantaged.



Our values..

We strongly believe in:

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

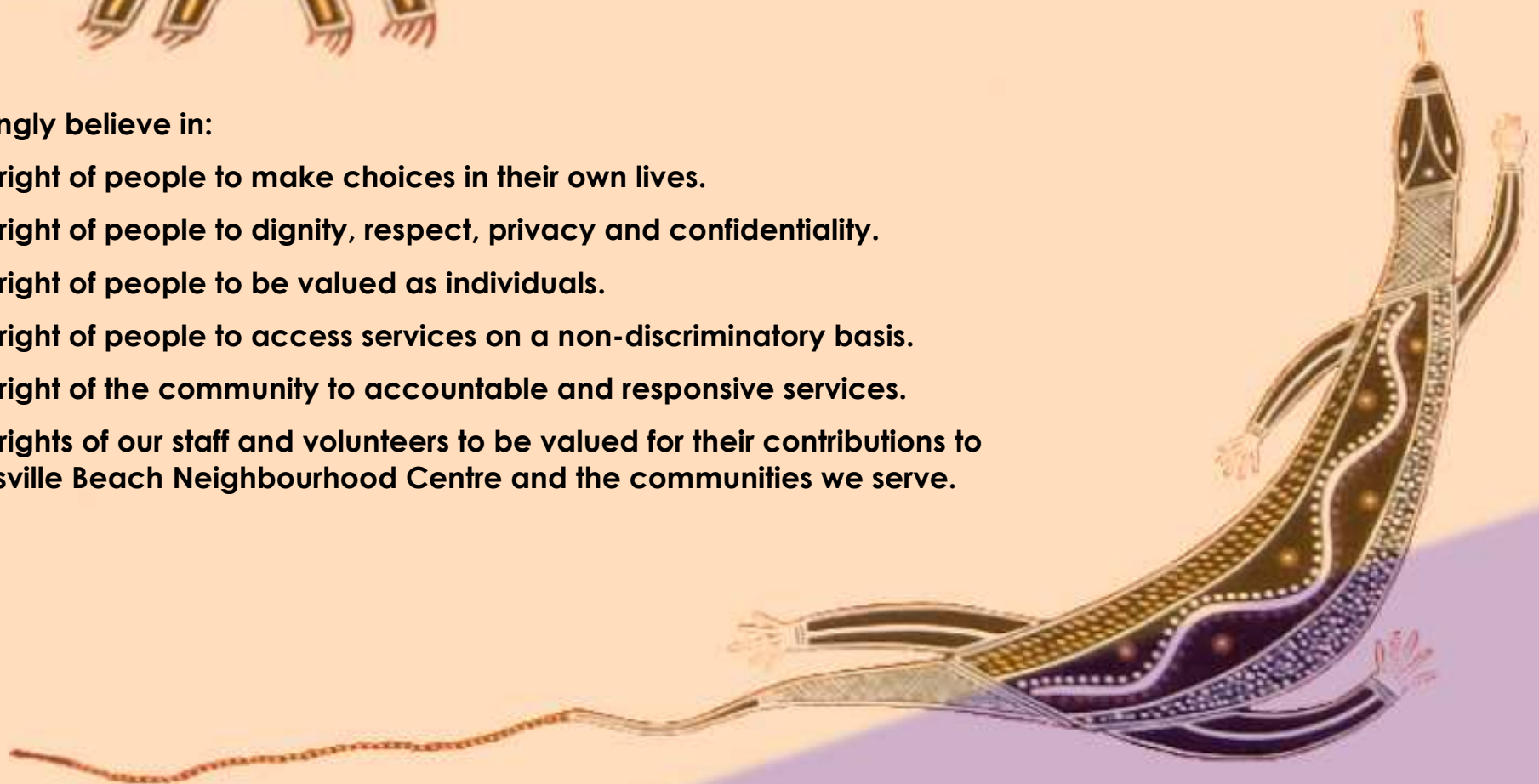
The right of people to dignity, respect, privacy and confidentiality.

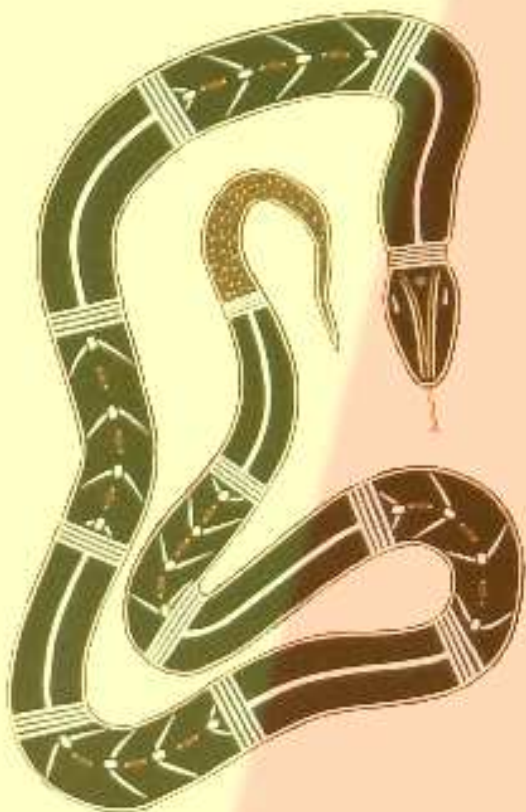
The right of people to be valued as individuals.

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 communities we serve.





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 and minds 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 our focus according to identified need.

Improve our financial sustainability.

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

Pottsville Beach Neighbourhood Centre Incorporated

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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 having community gathering together on the land where our main service hub is based in Pottsville.

