

East Melbourne Group - Priorities 2019 – 2021

<p>Our Purpose: To help members create a better East Melbourne</p>	<p>Our Values: Cooperation, communication, persistence, celebration, inclusiveness</p>	<p>Our Mission: To enhance the community, environment and amenity of East Melbourne and to protect its heritage</p>		
<p>Critical Issues:</p> <ul style="list-style-type: none"> i. Increase diversity of membership and of the committee ii. Identify and deliver what members want and provide effective advocacy on behalf of members iii. Identify and connect with other community groups in East Melbourne iv. Understand and influence the strategies and plans of the City of Melbourne and State Government and other regulatory authorities that impact on the economic, social and environment of East Melbourne v. Resist high rise in East Melbourne and advocate for human scale development vi. Ensure social functions are inclusive vii. Raise funds to support operations 				
<p>Goals</p>	<p>1.Community Involvement</p> <p>To foster wide community knowledge of, access to and engagement in local events, services and activities so as to improve the connectedness and well-being of the community.</p>	<p>2. Preservation and Improvement</p> <p>To preserve, protect and improve the East Melbourne community's:</p> <ul style="list-style-type: none"> a) residential character and amenity; b) heritage qualities and the inventory of graded historic buildings; c) boulevards, streets, streetscapes, laneways, views and vistas; d) public parks, gardens, recreational areas, significant trees and plantings, including the careful management of East Melbourne's public spaces 	<p>3.Membership</p> <p>To increase and diversify membership and the participation of members in our activities so as to support our other purposes.</p>	<p>4. Manage our Resources</p> <p>To manage our resources effectively and to govern the organisation to strengthen service delivery to our members</p>
<p>What are we doing to achieve these Goals?</p>	<p>Committee & subcommittee to focus on members' interests.</p> <p>Community-connecting events to match range of needs and wants of members and prospective members of all ages and tastes, including a mix of free, low-price, and fundraising events.</p> <p>Monthly email updates to members and quarterly magazine to the broader community. Up-to-date website and social media</p>	<p>Advocate effectively on behalf of members to regulators on a) – d) above</p> <p>Promote within the community the policies of EMG based on the views of our members.</p> <p>PUBLISHED POLICIES</p> <p>Planning Objections</p> <p>Heritage Protection</p> <p>Aircraft Noise</p> <p>Yarra Park</p>	<p>Advocate effectively on behalf of members</p> <p>Revived Membership Sub-committee to develop and deliver a membership drive.</p>	<p>Practice good governance and have appropriate polices and protocols in place</p> <p>Ensure financial sustainability</p> <p>PUBLISHED POLICY</p> <p>Equality of Opportunity</p>

<p>What else do we need to do?</p>	<p>Identify what our members want by way of surveys and community forums/discussions.</p> <p>Liaise and work effectively with other local organisations, with overlapping but distinct purposes (such as the East Melbourne Historical Society, the Neighbourhood Network, and location-specific groups) to support the community interests of EMG members, and auspice suitable community projects</p>	<p>Get to know Council and other planners'/regulators' longer-term plans, influencing them in the formative stages</p> <p>Develop an advocacy strategy that targets key stakeholders, including the CoM, state and federal members and the MCC on behalf of members and community</p> <p>Advocate for and to the best of our ability deliver what the members desire for specified projects, including:</p> <ul style="list-style-type: none"> - ban cars from Yarra park by 2020 - protect and encourage more birds - enhance community safety - support policies which reduce carbon emissions and improve community health - build on efforts to limit aircraft overflights - protecting buildings from external damage eg water table problems - better control parking and traffic. 	<p>Actively target and recruit a younger demographic, and apartment- as well as house-dwellers</p>	<p>Review the skills and performance of the Committee regularly.</p> <p>Develop an annual fundraising plan.</p>
<p>How we will measure if we are successful?</p>	<p>Increase in membership by 10% each year for the next 3 years.</p> <p>Wide participation in events.</p> <p>Regularly produced and well received communications.</p>	<p>Alignment in the main with COM strategies and systematic contact with individual councillors, with good response to members' issues</p> <p>Record of improvement in success of EMG lobbying efforts, and of the amenity of East Melbourne</p>	<p>Increase in membership by 10 % each year for the next 3 years</p> <p>Increase age diversity of membership</p> <p>Active subcommittees with wide engagement of members</p> <p>Regular review of policies and increase transparency to members</p>	<p>We have the resources to deliver what we say we will deliver</p> <p>Positive P & L account at the end of each financial year, with our assets are deployed to the best effect for members</p> <p>Fundraising targets achieved</p> <p>Report by Committee to each AGM on achievements against this document.</p>