

**BRUNSWICK HEADS
COMMUNITY AND ECONOMIC DEVELOPMENT
STRATEGY 2004-2009**

“TAKING CARE OF BRUNSWICK”

A Five Year Plan for the Future of Brunswick Heads

MISSION STATEMENT

To establish a working partnership between business, the community and Byron Shire Council, that builds upon Brunswick's strengths and takes advantage of the opportunities as they arise, fostering and nurturing the family atmosphere and sense of community that is at the heart of Brunswick Heads.

VISION STATEMENT FOR BRUNSWICK HEADS

“Brunswick Heads is a vibrant and diverse coastal village community committed to retaining its low key, family friendly atmosphere, improving and protecting the beach, river & estuarine environment and encouraging sustainable and innovative business development. We welcome those who share our vision and help in achieving it.”

VALUES AND GUIDING PRINCIPLES OF THE PLAN

- Ownership of the process and the outcomes belong to the community of Brunswick. The stakeholders of this process, being the community, business and Byron Shire Council, must be willing to drive the process to its completion.
- The approach in all aspects of this plan is to create a balance between protection and enhancement of the natural and built environment the need for social & community growth and sustainable economic development.
- Sustainability and resources are critical factors in determining the priority of various objectives within this strategy.
- Implementation of these projects will rely on the ability of the stakeholders to commit to working on the projects.
- Communication is the key to ongoing success – it is imperative that regular communication through the media and directly with stakeholders is undertaken to keep the
- Momentum and enthusiasm of the broader community.

It is intended that many of these objectives will be underway if not achieved within 3 years.

STRATEGIC DIRECTION

Community, Cultural and Social

To increase the social, cultural and community wellbeing of Brunswick to ensure that we continue to grow in capacity, diversity and opportunity for all age and cultural groups.

Built and Natural Environment

To improve the both the built and natural environment of Brunswick Heads to ensure that it is both functional and in keeping with the character of our low key coastal village. To support the needs of the community in an environmentally sustainable way in order to protect the natural ecosystems, particularly those vulnerable coastal and estuarine environs.

Business and Economic

To foster economic and business growth that reflects the character and style of the community, by encouraging unique owner operator small business and creating new opportunities for sustainable economic growth and employment.

THE PROJECTS - CORE OBJECTIVES

COMMUNICATION

- 1 To establish a Brunswick Heads NETWORK Group to manage, liaise & promote the Brunswick Heads CED Plan, its vision and objectives, in all areas.
- 2 To establish a Community Leaders Forum, which would meet quarterly or as required to work together to resolve any big issues that face the community as a whole.

BUILT AND NATURAL ENVIRONMENT

- 1 To build upon existing pathways to create, where necessary, an appropriately lit circuit of walking/cycle/bridle trails that will connect Brunswick's points of interest within and to other Byron Shire communities
- 2 To implement a plan of management to improve the health of the river and its environs
- 3 To fast track adoption of the Brunswick Heads Settlement Strategy with its clear community endorsed urban design guidelines
- 4 To minimize the impact of the new freeway on the community & the environment
- 5 To improve the maintenance & amenity of parks & open spaces
- 6 To complete the CBD Street scaping Works
- 7 To create and implement a beautification plan for Tweed Street
- 8 To improve public toilets
- 9 To improve parking & pedestrian safety
- 10 To reduce the number of plastic bags

COMMUNITY, SOCIAL & CULTURAL DEVELOPMENT

1. To identify & implement youth initiatives.
2. To choose a skate park site and make it happen quickly.
3. To ensure that community aged care facilities are provided which integrate the aged into the community within 2-3 years.
4. To establish a cultural arts committee to coordinate & develop a cultural and public art program & liaise with existing groups.
5. To develop a low cost housing plan for Brunswick, including the maintenance of existing permanent residents in the Caravan Parks.
6. To encourage responsible companion animal ownership through regulation, education & enforcement.

BUSINESS AND ECONOMIC DEVELOPMENT

1. To develop a socially sustainable tourism strategy in line with the community's visio.
2. To extend the BUY LOCAL campaign
3. To establish a home based business network
4. To develop a Brunswick Heads website
5. To encourage/facilitate sustainable and unique small business development, employment and innovation in Brunswick