



BRUNSWICK HEADS CHAMBER OF COMMERCE GUIDING PRINCIPLES & VALUES 2008

Town vision statement 2004 - current

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

Chamber mission statement:

To foster a dynamic local business sector, encouraging sustainable and innovative business development in line with the community’s vision for Brunswick Heads.

Guiding principles

1. Maintenance/strengthening of the "Brunswick Heads. Simple Pleasures" brand and the protection of our laid back village lifestyle for those who live, work and play here.
2. A strong, dynamic and innovative economy with a flourishing small business sector, with strategies to minimise the leakage of business to other towns.
3. Protection of our tourism industry through proactive tourism management with carefully targeted markets which includes the traditional family market. Ensuring that we remain a family seaside holiday destination by maintaining our healthy pool of seaside holiday accommodation.
4. Taking good care of our visitors with a high standard of amenities and a friendly Visitor Centre
5. Strategic economic and land use planning and development that complements the town's vision
6. Improved town amenity and built environment with streetscaping enhancements consistent with the existing low-key natural style.
7. A clean, safe environment for all - toilets, parks, lighting, footpaths, road crossings
8. Improved transport & connectivity to other towns via more frequent bus services and safe bikeways
9. The ongoing protection of our natural assets - river, beaches, dunes, vegetation and wildlife.
10. Protection of the foreshore for all to enjoy.
11. Respect and support for indigenous and non-indigenous culture and spirituality and the community's recreational needs.
12. Engage our children and young people in the ongoing life and development of the community
13. Support for our eco-friendly family friendly festivals & festivals elsewhere which benefit the community.
14. Effective consultation with Brunswick Heads to ensure that we do not experience collateral damage from policies and rules implemented to solve problems elsewhere in the shire.
15. Good governance for the whole community, with open and inclusive consultation, transparent decision making, financial accountability and community stewardship.
16. Collaborative partnerships - where Council, residents, businesses and external bodies combine resources, funds and skills to achieve the best possible outcomes.

