



Notes from the
Strategic Planning Session
2005 12 05

Strategic Planning Sessions

Stages

Vision

Mission / Mandate

Strategic Directions

Goals

Objectives

Action Plan

Vision

Providing leadership in the enhancement of our communities and **region** as a viable economic and socially strong integrated area

Mission / Mandate

We will provide leadership to our communities and our region by the coordination of social and economic initiatives related to our economic development in a participatory environment

Strengths (Association)

- ◆ Cohesive, strong board
- ◆ Committed volunteers
- ◆ Diverse and talented group
- ◆ Much experience
- ◆ Good contacts and partnerships
- ◆ Strong physical infrastructure and location
- ◆ Experienced employees
- ◆ Steady employer
- ◆ Strong area representation and participation through linkages to LSDs, town councils and other interest groups
- ◆ Strong committee structure
- ◆ Good relations with key government departments and agencies
- ◆ Well established
- ◆ Autonomous

Strengths (Region)

- ◆ Strong history and culture
- ◆ Beautiful area and recognised as such
- ◆ Attractive area with a low crime rate and caring people
- ◆ Fishing infrastructure
- ◆ Hospital infrastructure
- ◆ Educational system
- ◆ Many Local Service Districts, Town Councils, Special Interest Associations and Service Organisations
- ◆ Business opportunities - land, buildings
- ◆ Good data available

Weaknesses

- ◆ Lack of long term sustainable industries
- ◆ No long term plan
- ◆ Fractured community involvement
- ◆ Need for all participants to see the big picture, and thus avoid one issue agendas
- ◆ Succession planning
- ◆ Outmigration
- ◆ Lack of youth opportunities
- ◆ Lack of aggressive approach to development
- ◆ Inadequate promotion of the area

Threats (Challenges)

- ◆ Ageing volunteers (demographics, declining population)
- ◆ Weak economy
- ◆ Dependence on traditional resources and ideas
- ◆ Stuck without a plan
- ◆ Complacency
- ◆ Marketing

Opportunities (Actions)

- ◆ Expand boundaries to work with the "big region"
- ◆ Capitalise on recent exposures
- ◆ Take a more long term focus - long term plan
- ◆ Continue to build volunteerism
- ◆ Try new ideas aimed at creating new employment
- ◆ Improve quality of life - primary health care
- ◆ Be a leader in identifying opportunities for economic development in our region
- ◆ Be involved in proactive investment prospects
- ◆ Capitalise on environment and geography

Opportunities (Things)

- ◆ Aquaculture and secondary processing
- ◆ Cottage industries
- ◆ Foreign students
- ◆ Further partnering
- ◆ New technologies
- ◆ Good web page
- ◆ Public Relations - Communications
- ◆ More facilities to reflect our demographics
- ◆ New opportunities created by our demographics (ageing population)
- ◆ More activities for our youth - integrate them better
- ◆ Safe and sustainable environment