

## STRATEGY 2013-2019: **ENGAGING GLEBE**

- The Glebe Society as a well-respected, non-partisan organisation, uses its influence to ensure the character of the suburb and the social cohesion of its community.
- We provide leadership, working with our community and other organisations, to ensure that Glebe maintains its heritage, character and community cohesion.
- We work with the community to maintain the character of Glebe and provide leadership when there are challenges to the cohesion of our suburb.

This strategy guides us for 2013-2019. Strategy is what gets done, not what gets planned but there is evidence that planning pays off because strategy enables us to structure effectively. The proposed strategy will see us even more engaged with our community than we have been. Given the potential changes in our context this will be essential.

Currently proposed changes to the planning laws favour growth over sustainability and proper community consultation. The Bays Precinct is under threat of overdevelopment and destruction of Glebe Island Bridge. Tenants of The Glebe Estate suffer poor maintenance and inequity whilst social housing is sold. Our campaign with the Better Planning Network has taught us that engaging in networks is essential for the usual processes of representation are ignored. This strategy emphasises engagement.

The report sets out probable changes in our context; strategic imperatives; actions and responsibilities.

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CONTEXTUAL CHANGES

CONTEXT	PROBABLE CHANGES	POTENTIAL STRATEGIES
POLITICAL	<p>Current changes to planning laws will lessen community voice and reduce local government power.</p> <p>The decline in State Agency duties will continue and accelerate.</p> <p>The power of developers will increase.</p>	<p>Increase environment, heritage and planning capability.</p> <p>Involve TGS membership and wider community.</p> <p>Increase marketing capability.</p> <p>Form effective partnerships.</p>
ECONOMIC	<p>The national indicators will grow around the norm.</p> <p>Glebe as a whole will be wealthier but with a widening income gap.</p> <p>Demand for inner city housing will rise.</p>	<p>Define community and focus.</p> <p>Conserve The Glebe Estate and the character of Glebe.</p>
SOCIAL	<p>Glebe will be denser, younger, have more children, more apartment dwellers, more intrinsically motivated.</p>	<p>Protect community character.</p> <p>Influence infrastructure plans.</p>
TECHNOLOGICAL	<p>NBN will increase broadband speeds, technology uses, innovation and competition for attention.</p>	<p>Increase technology capability.</p> <p>Improve connectedness.</p>

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STRATEGIC IMPERATIVES

1. TGS core of heritage, planning and environment will be under considerable threat from state indifference or opposition to community voice, developer influence and changing demographics therefore its strategy must strengthen this core.
2. TGS’s strengthening of its community engagement must increase so that its influence is broader in Glebe and beyond.
3. TGS must strengthen its technology capability and benefit from new technology.
4. TGS must strengthen its activist capability. It is strongest when activist, and must conserve Glebe’s character.

As you read the following table you will see how related the items are. Most actions affect each other and contribute to the strategic imperatives. We must achieve and integrate them so we succeed. For example our activist capability relies upon our strengthened technological capability and this implies seeing TGS as engaging Glebe.

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<b>Strategy</b>	<b>Actions</b>	<b>Responsibility</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Strengthen core capability through community engagement.	Strengthen Influence in groups like BPN, COGG, Heritage Council, Environment groups.	Mgt Committee to ensure this is enhanced in all committees’ Terms of Reference and action plans.	√	√		√
	Partner with educational organisations.	Mgt Committee to develop e.g. <i>Glebe Project</i> with University of Sydney to include several Faculties. Mgt. Committee to oversee WW1 Project and encourage grant seeking.	√	√	√	√
	Promote Green Glebe as a cultural hub. Foster infrastructure for creativity	Mgt Committee and relevant subcommittees.	√	√		√
	Foster participation with activities that encourage wider involvement in TGSI.	President to lead a Membership project. Events policy to be developed.	√	√ √		
Strengthen technological capability.	Inform, engage and activate community and members through online media.	Communications subcommittee to report any lack of resources and submit rolling two year development plans for acquisitions. All Subcommittees to work with webmaster or Facebooker so site or page is up to date. Mgt Committee to commit		√	√	

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		resources to online media in response to communications strategic case.				
	Respond to trends in demographic changes, <i>Engage Glebe, don’t recruit Glebe.</i>	Recognise community and online opportunities in Membership Project.	√	√	√	√
Strengthen activism.	Target representation by considering what can be controlled, what can be influenced, what are strategic TGS concerns.	Management Committee to oversee limits to projects and care of resources. President to report regularly to members and community.	√	√	√	√
	Ensure principles of sustainability and community rights are promoted.	Mgt Committee is responsible to determine an integrated campaign that addresses major threats and finds resources.	√	√	√	√