



Summary of Strategy & Culture 2016

Mission: By 2020, Greater Geraldton will be globally-recognised as a model for sustainable communities.

Vision: Nurture people and innovations that enable healthy, resilient communities.

Values: Connected, Collaborative, Creative

Community

Offer

Creative community: people, ideas & ventures connecting to collaboration & generate shared value.

Focus

- Growing our community by consciously targeting aligned people & organisations,
- Being an excellent partner, collaborating to achieve shared social or community goals,
- Attracting innovators & entrepreneurs to visit, teach, learn, work & live in the Midwest
- Actively contributing a regional 'voice' to key national networks, policy & movements.

Services

- Online collaboration platforms
- Buzz newsletter & marketing
- Monthly Member Meetups
- Invest in member ventures

Space

Offer

Nurturing spaces: spaces to grow intellectual, emotional, social & commercial relationships.

Focus

- Providing multiple spaces for different needs: offices, coworking, meeting, making, selling,
- Operating each of our spaces profitably,
- Prioritising access for those that deliver a social benefit to their local communities,
- Servicing diversity: corporates to startups; commercial & community; technology to human services; locals & visitors.

Spaces

- CityHive for coworking
- CreativeHub for creating
- Yamatji Arts for retail
- Laneways for celebrating

Learning

Offer

Facilitating learning: activities & programs to meet needs across the diverse sectors & stages of ventures.

Focus

- Increasing our community's resilience by increasing the economic viability of ventures,
- Growing skills of participants & trainers through high quality training,
- Offering programs relevant throughout venture's lifespans, from startup to maturity,
- Using digital delivery platforms to connect people & learning across regional WA.

Programs

- Flock, Catalyst & Groundswell
- Startup Weekend & GovHack
- Digital Dojo & CoderDojo
- Goodness Festival



Offer

Sustainable leadership: financially, economically, socially & ecologically.

Focus

- Operating our core community & space services independently of grant funding,
- Investing in our people, systems & work environment to increase Pollinators' resilience & staff happiness,
- Demonstrating leadership on environmental & social responsibility,
- Expanding & diversifying our revenue base.

Activities

- Regional Strategy Development
- Business Planning & Financial Mgmt
- Culture of Innovation
- BCorp Certification

Behaviours

Community

Board

- Be 'super members',
- Embody values & collaborative culture
- Connect with community, regularly,
- Sell mission & services to prospects
- Seek new ways to realise vision

Staff

- Be 'super members',
- Be physical & digitally connected
- Facilitate member collaborations
- Respond promptly to requests
- Clearly, consistently communicate scope of services
- Deliver minimum service levels

Community

- Follow Chatham House Rule
- Expect invitations to connect & collaborate
- Welcome & support new members
- Contribute skills, knowledge & networks

Space

Board

- Know our spaces, services & benefits
- Refer leads from networks
- Connect with coworkers, regularly,

Staff

- Be welcoming & approachable
- Create safe, productive spaces,
- Resolve issues promptly
- Follow induction procedures,
- Deliver minimum services levels

Community

- Adhere to space rules
- Leave spaces & people better off for you having being here
- Assist with hosting, where you can
- Be an advocate & source of referrals

Learning

Board

- Ensure learning has right model & focus
- Promote learning to your networks
- Be a 'super-learner' when participating

Staff

- Ensure offerings align with needs,
- Focus on facilitation, not delivery
- Complete appropriate evaluation
- Service different stages of ventures

Community

- Offer skills & knowledge as a trainer
- Provide feedback on program delivery
- Share learning from your ventures & networks

Pollinators

Board

- Ensure good governance & culture
- Report openly on targets & progress
- Ensure clear accountabilities for achieving targets
- Ensure Board activities pay for themselves
- Consider social & ecological impact in all decision-making
- Invest in staff & board development

Staff

- Model sustainable behaviours
- Actively manage towards targets
- Share passions relevant to mission
- Ensure equitable services for all members

Community

- Grow innovations that contribute to healthy, resilient communities