

**Scotland Island Residents' Association Incorporated (SIRA)  
Committee of Management (SIRAC)  
Communications Sub-Committee**



The Constitution of the Scotland Island Residents' Association Incorporated (SIRA) lists as an Object of the Association: "to encourage and promote any necessary development of Scotland Island and adjacent mainland areas".

The Constitution of the Scotland Island Residents' Association vests in the Committee of Management (SIRAC) the "power to perform all such acts and do all such things as appear to the committee to be necessary or desirable for the proper management of the affairs of the association" (Article 12), and provides for delegation to a sub-committee "the exercise of such of the functions of the committee as are specific in the instrument [of delegation]" (Article 20).

The Committee (SIRAC) delegates the Communications Sub-Committee the following specific functions:

1. To advise SIRAC and the various Sub Committees and Working Groups on the most effective and efficient forms of communication with Island residents, and beyond.
2. Ensure residents are informed of key developments, activities, events and opportunities in matters concerning their welfare, facilities, comfort and convenience.
3. Provide, where practicable, SIRAC and the various Sub Committees and Working Groups with the resources to communicate effectively with their chosen audience.
4. Ensure that all communication with residents is two-way, offering the chance for feedback, comment and discussion.
5. Liaise with PR, media, creative, design, marketing and communications experts already on the Island and involved with the community.
6. Promote ongoing communication with the broader, yet vital, audiences of the media, Pittwater Council and Pittwater residents' Groups, such as the WPCA.
7. Promote the building of personal, professional and cultural networks for residents.
8. Provide simple, clear and objective forums and channels for dissent and debate.

**Goals:**

- Improve communication to, and within, the community
- Increase the opportunity, relevance and frequency of communication
- Harness the remarkable communication skills available through residents
- Encourage robust debate among residents
- Ensure all opinions are listened to and considered
- Improve the reputation, transparency and understanding of SIRA and its Committee

The activities of the Communications Sub-Committee relate to Pittwater Council's Strategic Plan *Pittwater 2020/2025*:

*Key Direction 1 - Supporting & Connecting our Community*

*Key Direction 3 - Enhancing our Working & Learning*

*Key Direction 4 - Leading an Effective & Collaborative Council*