



Neighbourhood Watch Tasmania Inc.

Strategic Plan 2017-2020

Mission

Neighbourhood Watch Tasmania aims to promote safe, secure and connected neighbourhoods.

Objectives

- To promote community harmony
- To identify and address issues that affect our community safety
- To form partnerships with stakeholders who can assist in responding to community safety issues
- Reduce fear of crime
- Encourage the reporting of crime and suspicious behaviour
- Promote wider community safety and crime prevention
- Minimise the incidence of preventable crime.

Strategic Priorities

The strategic areas that have been prioritised for action over the next three years are -

1. Communication
2. Marketing
3. Recruitment
4. Technology

Strategic Priority 1 – Communication

Action	Expected results	By Whom	Timeline
1. Communicate vision and mission draft with membership	Develop closer ties with NHW groups, and improved their understanding of Neighbourhood Watch. Have regular member communications.	Board Executive Officer	Ongoing
2. Regular media presence	Knowledge build in our community and increased awareness of crime trends.	Public Officer	Responsive as issues arise
3. Build productive partnerships	Increased support from Tasmania Police, councils and other priority partners – look for funding opportunities, support for promotional events, working in partnership on innovative projects.	Executive Officer	Ongoing
4. Refresh our public Image	Give consideration to name change, removing the word “Watch”.	Board	2020
5. Lobbying	Developing opportunities to lobby at all levels of government.	Board	Ongoing
6. Advocacy	Speaking on behalf of our members.	Board Public Officer	Responsive as issues arise

Strategic Priority 2 – Marketing

Action	Expected results	By Whom	Timeline
1. Regular media presence	Targeted communication on timely issues.	Public Officer Executive Officer	Responsive as issues arise
2. Promotion	Improved recognition and understanding of Neighbourhood Watch Tasmania role. Acting as conduit in communicating appropriate messages. Use of merchandise and brochures to promote our brand.	Board	Ongoing
3. Newsletters and magazines	Increased community awareness of what we have achieved and what we want to achieve.	Executive Officer	Measure annually
4. Promote strategic plan	Improved credibility of Neighbourhood Watch Tas. and united approach of watches and districts.	Board	2017, 2018

Strategic Priority 3 – Recruitment

Action	Expected results	By Whom	Timeline
1. Board Members	Ensure there is a diverse and engaged membership on the Board of Management.	Board	Ongoing
2. Patron	Seek an appropriate Patron to champion Neighbourhood Watch	Board	2020
3. Multi-generational engagement	Increasing contact and engagement to ensure continuity into the future	Board	Ongoing
4. Membership	Support member Watch groups/partnerships. Build individual membership.	Board	Ongoing

Strategic Priority 4 – Technology

Action	Expected results	By Whom	Timeline
1. Communication	Use technology to reduce crime, increase reporting and encourage a better informed community.	Executive Officer	Ongoing
2. Education	Increased knowledge of what individuals and/or groups can achieve by innovative means.	Executive Officer	Ongoing
3. Face-to-face with individuals in the community.	Knowledge that community has the power to enact change.	Executive Officer	Ongoing
4. Encourage crime reporting	Look at innovative programs like Eye-Watch/E-Watch	Board	Ongoing