

## FRESH IDEAS BRAINSTORM: Lack of Shared Identity

- WS celebrating all the things unique to it
- Businesses working together
- United front
- Collaborating 14 LGA's together (youth do it well)
- Look at current activities/groups and promote existing links
- Working on harmony
- Education
- Eco-friendly
- WS Community Awards
- Profiling awards recognizing the community

**ISSUE:** Lack of Shared identify  
**GOAL:** Shared WS Identity

### WHO DO WE WANT TO INFLUENCE?

- Residents
- Community – give them a voice
- Media
- Government

### WHO NEEDS TO BE INVOLVED?

- Young people
- Community
- Others as identified
- seniors

### WHAT NEEDS TO BE DONE TO MAKE THIS SUCCESSFUL?

- Tapping into what's existing already
  - Networking social/online
- See if they can be part of solution
- Follow up

### WHAT RESOURCES ARE NEEDED?

- Generic directory to raise awareness
- Specific action by area / sector / sections of the community

### WHO ARE OUR ALLIES?

- YAPA (Western Syd)
- Business Sector
- Chamber of Commerce
- Government dept
- Education institution