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The "object" of the Pearl Beach Environment Group (PBEG) is to "protect and enhance the environment and encourage nature conservation within the village of Pearl Beach". PBEG take the definition of 'environment' in its broadest sense which includes both the 'built' and the 'natural' environment; and the environmental 'setting' of Pearl Beach.

The aims of PBEG are:

- a) To educate property owners, residents and visitors about the special qualities of Pearl Beach and its setting, including its environmental and cultural significance.
- b) To promote recognition by authorities and other relevant groups of the special qualities of Pearl Beach and its setting.
- c) To promote the principles of sustainable development.
- d) To conserve biodiversity and protect and enhance indigenous wildlife populations and habitats to promote the conservation, planting and maintenance of native vegetation, particularly vegetation indigenous to the area, and especially to protect existing tree cover.
- e) To promote development that is sympathetic to the Pearl Beach environment and character and to the immediate context of each development particularly with regard to discouraging intrusive designs with excessive site coverage, bulk and height. To recognise that to achieve this often a level of urban, architectural and landscape design skills are required.
- f) To work with other relevant groups in Pearl Beach and on the Central Coast to achieve these aims.

The priority actions (April 2021) of PBEG are:

- **1.** Community environment conservation education and awareness raising through publication and events.
- **2.** Lobbying and submissions from PBEG (representing its members) on relevant government (including local government) policies and strategies and the implementation of those policies and strategies.
- **3.** Submissions from PBEG (representing its members and supporters) on selected individual development proposals where the Aims of PBEG and the aims and objectives of the relevant legislation and guidelines are not being met.
- **4.** Empowering individuals to make submissions as outlined under Actions 2. And 3 above (e.g. information will be provided on how to make a credible individual submission).
- **5.** Liaising with similar groups in Pearl Beach and on the Central Coast.