

AIDA's aims and objectives are as follows:

Objective 1: Valuing local character

- generate appreciation of the unique, informal character of the Aireys Inlet district;
- support environmentally sensitive development and infrastructure by contributing to the formulation and upholding of planning guidelines and policies;
- support conservation and regeneration of the Painkalac Creek valley and its environs, including the wetlands and timbered hillsides, freehold and public land; and
- support preservation of the night sky through education, advocacy and planning.

Objective 2: Stewardship of the environment

- participate in and support actions to highlight, mitigate and adapt to climate change and its effects;
- support an environmentally and aesthetically sensitive policy for traffic and parking management and road and pathway construction; and
- support appropriate conservation and regeneration of the beaches, dunes and cliff areas.

Objective 3: Strong community

- encourage an appreciation of the region through deeper knowledge, especially of the history and the continuing presence of First Peoples;
- support other groups working to strengthen community wellbeing;
- encourage the creation, protection and maintenance of public open spaces and appropriate location of public facilities; and
- support effective and environmentally sympathetic fire protection measures for the district.

Objective 4: Thriving local economy

- support a diverse economy by encouraging local businesses and services, regional produce and creative enterprises;
- promote Aireys Inlet as a destination for nature-based, sustainable and regenerative tourism; and
- seek to influence decisions made by external agencies on the environmental and management impacts of tourism and its marketing.

Objective 5: Advocacy

- raise community awareness of, and canvas the community's views on, current and emerging issues of significance in the district;
- work with other Great Ocean Road communities to achieve common objectives through engagement with government and other public authorities; and
- initiate and participate in 'future-proofing' research, planning and actions undertaken by external agencies and community groups.