



# Port Phillip EcoCentre Strategic Plan

July 2012 to June 2015





<b>1.</b>	<b>Engaging and empowering the community</b>
1.1	Build strong relationships and social connections
1.2	Expand sphere of influence
1.3	Take the message to the people
1.4	Facilitate and support affiliates and community groups
1.5	Communicate with the community
<b>2.</b>	<b>Demonstrating best practice – facilities and resources</b>
2.1	Develop leading edge facilities
2.2	Practically demonstrate sustainable living
2.3	Attract and retain outstanding staff & volunteers
2.4	Ensure adequate funding base
<b>3.</b>	<b>Educating for sustainability</b>
3.1	Schools
3.2	Businesses
3.3	Community
3.4	Research
<b>4.</b>	<b>Advocating and acting to protect and enhance the environment</b>
4.1	Provide a community voice
4.2	Liaise with all levels of government

## Vision

An empowered and engaged community actively shaping a more sustainable world.

## Mission

The Port Phillip EcoCentre is a vibrant, accessible network engaging and enabling communities in long-term social and environmental well-being.

We do this through reconnecting people to the natural world and building relationships to inspire, educate and demonstrate.

## Key Values

We value integrity, inclusiveness, openness, creativity, innovation & practical action.

## 1 Engaging & empowering the community

Strategy	Key Actions	Timeline (Years)
<b>1.1 Build strong relationships and social connections</b>		
1.1.1 Identify and prioritise organisations / groups / businesses and nurture potential contributors	<ul style="list-style-type: none"> <li>Coordinate Port Phillip Urban Fresh Food Network</li> <li>Build and facilitate new community gardens</li> <li>Expand Weekend Workshops program</li> <li>Build relationships with key Indigenous organisations and the Aboriginal community</li> </ul>	1 - 3 1 - 3 1 - 3 1 - 3
1.1.2 Connect “fellow travelers”	<ul style="list-style-type: none"> <li>Maintain and nurture inter-organisational networks (informal and specific issues forums)</li> </ul>	1 - 3
1.1.3 Grow and deepen business relationships	<ul style="list-style-type: none"> <li>Maintain and promote St Kilda Sea Baths bush tucker garden</li> <li>Extend links to St Kilda Tourism &amp; local trader organisations</li> <li>Research needs and identify and market products to targeted businesses</li> <li>Develop and enhance relationship with Landcare especially re corporate marketing</li> <li>Market Shell Surveys, Litter Pickups and other volunteer activities to corporates</li> </ul>	1 - 3 1 - 3 1 - 3 1 - 3 1 - 3
<b>1.2 Expand sphere of influence</b>		
1.2.1 Reach out geographically to neighbouring municipalities and ensure non-parochial approach	<ul style="list-style-type: none"> <li>Participate in Clean Up the Bay stakeholders group and activities</li> <li>Support City of Glen Eira Biodiversity program</li> <li>Conduct Pest Seastar Control project</li> <li>Conduct Country Connect project collaborating with land managers and Traditional Owners to protect Indigenous Cultural Heritage sites</li> <li>Undertake Yarra Plume Baycare regional partnership project</li> <li>Expand Schools Program into Cities of Bayside, Stonnington, Glen Eira and Melbourne</li> </ul>	1 - 3 1 1 1 - 3 1 - 3 1 - 3

1.2.2 Increase community engagement across the City of Port Phillip	<ul style="list-style-type: none"> <li>• Offer workshops in all wards of City of Port Phillip (CoPP)</li> <li>• Develop portable interactive exhibits – prototype in Year One</li> <li>• Expand collaborations with community centres and neighbourhood houses across CoPP</li> </ul>	1 - 3 1 - 3 1 - 3
1.2.3 Provide high level workshops / thought-leader sessions (global/ regional perspectives)	<ul style="list-style-type: none"> <li>• Run experts' sessions at EcoCentre and other venues</li> <li>• Encourage, facilitate and support establishment of special interest groups e.g. art, bicycle users, climate change, community gardens, Indigenous heritage, urban design, etc.</li> <li>• Proactively respond to emerging issues and opportunities</li> </ul>	1 - 3 1 - 3 1 - 3
1.2.4 Reach out to people and groups who do not normally engage in environmental issues	<ul style="list-style-type: none"> <li>• Market weekend presence and workshops</li> <li>• Approach sporting clubs, church groups re workshops and activities (e.g. waste minimization)</li> <li>• Develop relationships with Cub and Scout groups for shell surveys and other activities</li> <li>• Develop relationship with Australian Institute of Management, Rotary, Lions etc.</li> </ul>	1 - 3 1 - 3 1 - 3 1 - 3
<b>1.3 Take the message to the people</b>		
1.3.1 Create a diversity of communication platforms: Virtual, Physical, Mobile (not just EcoCentre focused)	<ul style="list-style-type: none"> <li>• Create leading-edge social media networks, including Facebook, blogs and chat rooms</li> <li>• Encourage art-focused activities and events</li> <li>• Develop high quality promotional materials for a variety of markets</li> <li>• Review, redesign and upgrade existing website content and architecture</li> </ul>	1 - 3 1 - 3 1 - 3 1
1.3.2 Expand links to the news media	<ul style="list-style-type: none"> <li>• Conduct an audit of existing links and identify strategic opportunities to extend</li> </ul>	1
1.3.3 Enhance community social opportunities at the EcoCentre	<ul style="list-style-type: none"> <li>• Organise and facilitate special events</li> <li>• Enhance Eco Tea Garden</li> </ul>	1 - 3 1 - 3
<b>1.4 Facilitate and support affiliates and community groups</b>		
1.4.1 Identify the needs/issues of the affiliates / community groups	<ul style="list-style-type: none"> <li>• Conduct an ongoing and regular Affiliates Forum</li> <li>• Attend meetings of affiliates and other groups</li> <li>• Develop joint initiatives with affiliates</li> </ul>	1 - 3 1 - 3 1 - 3
1.4.2 Help affiliates raise their profile so they connect with their target communities	<ul style="list-style-type: none"> <li>• Identify and support marketing opportunities that benefit affiliates</li> <li>• Coordinate Yarra Plume Baycare project with Earthcare, Rickett's Point Marine Care &amp; other bay related groups</li> </ul>	1 1 - 2
1.4.3 Engage in practical project partnerships	<ul style="list-style-type: none"> <li>• Conduct practical partnerships with Clean Beach Coalition, Clean Up Australia Day, Keep Australia Beautiful Victoria, Sustainable House Day, etc.</li> </ul>	1 - 3
<b>1.5 Communicate with the community</b>		
1.5.1 Use a variety of measures to communicate to the community	<ul style="list-style-type: none"> <li>• Conduct regular meetings</li> <li>• Maintain active, bright, leading-edge electronic newsletter and website</li> <li>• Incorporate visual and other art forms, displays, activities, events, etc.</li> <li>• Facilitate the emergence of community knowledge through regular public forums/workshops to promote innovation and knowledge sharing</li> </ul>	1 - 3 1 - 3 1 - 3 1 - 3
1.5.2 Articulate our innovations and initiatives as well as more global information	<ul style="list-style-type: none"> <li>• Communicate results of research projects etc. in a variety of media and to key stakeholders</li> <li>• Collect and communicate appropriate / relevant data using performance indicators and a range of techniques, e.g. surveys</li> <li>• Include research and performance results on website</li> </ul>	1 - 3 1 - 3 1 - 3



## 2 Demonstrating best practice – facilities and resources

Strategy	Key Actions	Timeline (Years)
<b>2.1 Develop leading edge facilities</b>		
2.1.1 Optimise existing EcoCentre facilities	• Develop and improve signage and interpretation of existing facility	1
	• Develop new displays	1
	• Work with CoPP to renew infrastructure including install storage shed, propagation house, sheltered deck areas, outdoor classroom, improved community compost facility and renovated building	1 - 3
	• Improve capacity for 'visitor centre' function for St Kilda Botanical Gardens	1
	• Work with CoPP to ensure regular EcoCentre building maintenance	1 - 3
2.1.2 Develop new off-site educational facility	• Explore options to design and build a new educational building linked to the Bay	1 - 3
2.1.3 Use appropriate off-site facilities	• Capitalise on reputation to deliver sustainability programs in neighbourhood houses and other community settings.	1 - 3
	• Provide adequate staffing at 'home base' to enable increased outreach	1 - 3
<b>2.2 Demonstrate sustainable living</b>		
2.2.1 Minimise our environmental resource footprint	• Reduce energy and water consumption as much as possible at EcoCentre and collect and publish data	1 - 3
	• Use sustainable transport as much as possible and collect and publish data re usage	1 - 3
	• Minimise solid non-recyclable waste	1 - 3
2.2.2 Optimise the use of technology	• Provide online tools, guidance and ideas to live more sustainably	1 - 3
	• Provide permanent and temporary interactive displays	1 - 3
2.2.3 Demonstrate examples of sustainable living	• Run events	1 - 3
	• Maintain shared community garden and EcoHouse	1 - 3
	• Build and maintain a bushfood garden	1 - 3







## 2.3 Attract and retain outstanding staff and volunteers

2.3.1 Develop and implement sound employment policies	• Implement and monitor Employment Policy	1 - 3
	• Ensure role descriptions are up-to-date and staff are appropriately rewarded	1 - 3
	• Provide professional development opportunities	1 - 3
	• Ensure all team members have appropriate opportunity to contribute to policy development	1 - 3
2.3.2 Celebrate and appreciate committee, staff and volunteers	• Conduct regular social events for EcoCentre personnel, volunteers and affiliates	1 - 3
2.3.3 Provide inspiration to achieve greatness	• Coordinate statewide nest-box program with schools	1 - 3
	• Write and publish human interest inspiration stories re EcoCentre people and projects on website and through local papers	1 - 3
2.3.4 Improve and broaden volunteer involvement and retention	• Resource volunteer coordination position	1
	• Develop system of project briefs for volunteers and lists of volunteer opportunities marketed appropriately	1 - 3
	• Develop relationships with TAFE and University environmental course coordinators to promote volunteer opportunities	1 - 3
	• Recognise volunteers through annual awards presentation and social activity	1 - 3

## 2.4 Ensure adequate funding

2.4.1 Diversify funding sources to sustain program delivery	• Regularly apply for grants from government and non-government sources	1 - 3
	• Exercise excellent project management including evaluation and quality reporting for all projects and programs	1 - 3
	• Implement initiatives to increase weekend revenue	1 - 3
	• Attract revenue from business community	1 - 3
	• Dedicate percentage of income to resource ongoing business development	1 - 3



### 3 Educating for sustainability

Strategy	Key Actions	Timeline (Years)
<b>3.1 Schools</b>		
3.1.1 Provide high quality education linked to the school curriculum (Victorian VELS and Australian curriculum)	<ul style="list-style-type: none"> <li>• Deliver contracted programs to client schools</li> <li>• Develop/customise activities and materials for programs, viz. Australian Sustainable Schools Initiative, Tomorrow's Leaders for Sustainability, Wildlife Discovery - incorporating Busstime, Teachers' Environment Networks, excursions &amp; incursions and Traditional Owner perspectives</li> <li>• Expand number of services for which clients engage us, the frequency of engagement and number of students involved in these engagements (target a 10% increase in fee-for-service revenue per client per financial year)</li> </ul>	1 - 3 1 - 3 1 - 3
3.1.2 Diversify delivery mechanisms	<ul style="list-style-type: none"> <li>• Use all media</li> <li>• Deliver experiential learning</li> </ul>	1 - 3 1 - 3
3.1.3 Market effectively to schools	<ul style="list-style-type: none"> <li>• Evaluate 'Teachers Environment Network'</li> <li>• Increase marketing to schools in CoPP</li> <li>• Run promotional activities/campaigns to expand market penetration aiming to contract at least one new school in CoPP and neighbouring council areas each year, and to replace any schools who discontinue</li> <li>• Conduct annual Sustainable Schools Awards</li> </ul>	1 1 - 3 1 - 3 1 - 3
<b>3.2 Businesses</b>		
3.2.1 Facilitate the delivery of accredited vocational programs	<ul style="list-style-type: none"> <li>• Seek opportunities to deliver accredited training in partnership with Registered Training Organisations</li> </ul>	2 - 3
3.2.2 Develop niche markets for the delivery of business programs	<ul style="list-style-type: none"> <li>• Explore partnership with Australian Institute of Management and a TAFE Institute</li> </ul>	1 - 3
3.2.3 Market effectively to businesses	<ul style="list-style-type: none"> <li>• Design and cost products and services for businesses</li> <li>• Expand in Marketing Plan</li> </ul>	1 1
<b>3.3 Community</b>		







3.3.1 Provide high quality education programs on key sustainability issues, linked to community needs	<ul style="list-style-type: none"> <li>• Facilitate integration/presentation of Aboriginal cultural knowledge with environmental programs in schools and community education programs</li> <li>• Establish Indigenous heritage walks program in St Kilda Botanical Gardens</li> <li>• Prepare and publish brochures on St Kilda Botanical Gardens for visitors, e.g. 'Birds of St Kilda Botanical Gardens' and 'Trees of St Kilda Botanical Gardens'</li> </ul>	1 - 3  1  1 - 3
3.3.2 Diversify delivery mechanisms	<ul style="list-style-type: none"> <li>• Develop mobile and virtual information</li> </ul>	1 - 3
3.3.3 Market effectively to the community	<ul style="list-style-type: none"> <li>• Refresh Marketing Plan</li> <li>• Apply for appropriate awards for Best Practice etc.</li> </ul>	1 1 - 3
<b>3.4 Research</b>		
3.4.1 Develop research projects with higher education institutes	<ul style="list-style-type: none"> <li>• Conduct Pest Seastar Control in Local Habitats project</li> <li>• Include links with higher education in Marketing Plan</li> <li>• Collaborate with Ormond College (Melbourne University) and other and seek tertiary education institutes</li> </ul>	1 1 1 - 3
3.4.2 Conduct research in collaboration with other organisations	<ul style="list-style-type: none"> <li>• Continue 'Country Connect' partnership project with Boon Wurrung Foundation</li> <li>• Assist with environmental research projects</li> <li>• Develop links with relevant courses at universities and TAFE institutes</li> <li>• Conduct hands-on research projects to provide for experiential learning and awareness of local environmental values</li> <li>• Undertake Nest box research with schools/community and publish findings</li> <li>• Undertake Yarra Plume &amp; Seastar projects</li> <li>• Support CoPP Community Pulse program</li> </ul>	1  1 - 3 1 - 3 1 - 3 1 - 3 1 1 - 3





## 4 Advocating and acting to protect and enhance the environment

Strategy	Key Actions	Timeline (Years)
<b>4.1 Provide a credible community voice</b>		
4.1.1 "Listen" to understand community issues	<ul style="list-style-type: none"> <li>• Attend affiliate group meetings</li> <li>• Attend community forums</li> <li>• Provide opportunities for local input and feedback re issues through website and forums</li> </ul>	1 - 3 1 - 3 1 - 3
4.1.2 Articulate community issues	<ul style="list-style-type: none"> <li>• Maintain regular online news bulletin</li> <li>• Maintain Port Phillip Baykeeper blog</li> <li>• Attend forums in local community and beyond</li> <li>• Write or arrange for regular articles and letters to local papers</li> </ul>	1 - 3 1 - 3 1 - 3 1 - 3
<b>4.2 Liaise with all levels of government</b>		
4.2.1 Identify priority issues	<ul style="list-style-type: none"> <li>• Develop and regularly renew an 'issues' and stakeholders inventory</li> <li>• Conduct rigorous research to inform credible advocacy</li> <li>• Attend and contribute to sustainability issues forums</li> </ul>	1 - 3 1 - 3 1 - 3
4.2.2 Identify and maintain links and knowledge of policy settings / people	<ul style="list-style-type: none"> <li>• Demonstrate strong alignment with CoPP strategic objectives</li> <li>• Provide ongoing support for Boon Wurrung Foundation and local Indigenous community</li> <li>• Maintain and extend links with CoPP Sustainability Community Development and Waste Management departments</li> <li>• Liaise on important issues with local, state, and federal government representatives</li> </ul>	1 - 3 1 - 3 1 - 3 1 - 3