



Strategic Plan 2015-2018

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| Vision | An empowered and engaged community, actively cultivating long-term social and environmental well-being |
| Mission | To build relationships to inspire, educate and demonstrate sustainable environmental practice and reconnect people to the natural world |
| Values | <ul style="list-style-type: none">IntegrityInclusivenessCreativityReciprocityRespect for First Peoples' cultures |



Objective 1

Education: Provide and support educational programs that develop and share knowledge, ideas and skills which inspire and stimulate positive environmental action

Strategies

- 1.1 Facilitate and conduct place-based learning
- 1.2 Provide professional development workshops for teachers and pre-service teachers
- 1.3 Strengthen programs for the School and Early Learning sectors
- 1.4 Develop innovative environmental niche programs for post-school youth
- 1.5 Deliver leadership programs in schools and the community
- 1.6 Integrate First Peoples' cultural perspectives in educational programs, including by involving Aboriginal educators
- 1.7 Collaborate with other organisations to offer and support community education programs and nurture community relationships with schools

What will success look like

1. Schools and their students and teachers in our region involved in caring for the local environment
2. Niche post-school youth programs implemented
3. Young people and community members take up environmental leadership roles
4. Educational programs incorporate First Peoples' cultural perspectives

How we will assess it

1. Number of schools, students, teachers and types of care for the environment
2. Number of participants and level and type of involvement by post-school youth
3. Number and types of leadership roles taken up by young people and community members
4. Number and types of content in programs incorporating First Peoples' cultural perspectives



Objective 2

Community Action: Support people to care for the environment and address climate change

Strategies

- 2.1 Stimulate and promote biodiversity protection and rehabilitation initiatives, including corporate volunteer programs
- 2.2 Measure and communicate urban impact on the bay catchment and terrestrial ecosystem
- 2.3 Conduct citizen science programs, research and management on water and water quality, micro and macro plastic pollution, molluscs, beach conditions and sea level rises
- 2.4 Support and conduct food security programs, including building community gardens
- 2.5 Continue litter and waste management research and programs
- 2.6 Conduct climate change information, mitigation and adaptation programs
- 2.7 Market and communicate effectively, in particular using innovative and interactive technology and media

What will success look like

1. Wide range of stakeholders positively engaged in environmental protection activities, including through social media
2. Specific studies completed, reported on, publicised and influencing positive behaviour change
3. Active engagements by community members in citizen research
4. Community members confident and able to cultivate and have access to fresh locally grown produce
5. Up to date, well maintained suite of communications and promotional tools and systems used internally and externally

How we will assess it

1.
 - Number and range of members, volunteers, programs and organisations
 - Volunteer activity level
 - Value of received donations
2. Number of reports publicised, range of media used and number and type of success achieved and external media exposure
3. Number of people involved and types of citizen research studies
4. Number of participants who participate in community gardens
5. Usage of social media platforms

Objective 3

Partnerships: Build strategic partnerships which maximise our environmental and social impact

Strategies

- 3.1 Strengthen key partnership with City of Port Phillip
- 3.2 Explore and expand other government collaborations
- 3.3 Foster strategic, reciprocal partnerships, in particular with affiliates, to provide a stronger voice and united action for a common purpose
- 3.4 Redefine and invigorate the role of membership in the organisation
- 3.5 Review the volunteer strategy and engage volunteers effectively to mutual benefit
- 3.6 Engage with organisations and communities around the Bay and its catchments
- 3.7 Develop alliances with key business partners
- 3.8 Link strategically with peak environmental organisations

What will success look like

1. Partnerships focus on active mutual engagement
2. Partner-relationships built across government, businesses, environmental organisations, schools, trusts and community groups
3. Engaged and increased memberships and effective membership system
4. A well-coordinated team of volunteers

How we will assess it

1. Number of affiliates and types of engagement with, and level of support from affiliates
2. Number and type of engagement with the various partnership types
3. Number of members and level of satisfaction with EcoCentre
4. Volunteer review report completed and actioned



Objective 4

Organisational Development: To ensure the EcoCentre is run in an effective and efficient manner

Strategies

- 4.1 Retain and recruit appropriately skilled and qualified staff
- 4.2 Diversify income streams to achieve a sustainable funding base
- 4.3 Maintain a strong financial accountability and risk management system
- 4.4 Redevelop the EcoCentre building and grounds to ensure appropriate facilities in the short and long term
- 4.5 Ensure the effective governance of the organisation
- 4.6 Enhance, communicate and implement a comprehensive suite of policies
- 4.7 Continue to develop the operational systems, including financial systems and nurture professional practices

What will success look like

- 1. Effective and satisfied staff in an appropriate organisational structure
- 2. Financial security gained from a range of funding sources and financial surplus increased annually towards a long term goal of one year's operating expenses
- 3. An active and effective Committee of Management with appropriate range of skills
- 4. Revised efficient financial, human resources, knowledge management, planning systems and communications systems in place and operating well
- 5. EcoCentre projects and programs align with relevant research and best practice

How we will assess it

- 1. Staff performance reviews
- 2. Funds received from various sources, including grants, philanthropic trusts, businesses and donations
- 3. Attendance at committee and involvement in sub-committee and other activities
- 4.
 - Annual Report published
 - Annual operational plan implemented and evaluated
- 5. Programs evaluated