

connect
act
transform
enable

EcoCentre Strategic Plan 2018–2021



Our organisation

The EcoCentre is a leading community-managed organisation with a dedicated team of scientists, educators and volunteers who design and implement innovative environmental programs. Our expertise is Port Phillip Bay health and the urban ecology of Greater Melbourne, within the traditional lands and waters of the Kulin Nation.

We connect communities to their ecosystems in over 160 Melbourne suburbs, and work from our City of Port Phillip home located in the St Kilda Botanical Gardens.

We bring together people of all ages and backgrounds to spark solutions and inspire environmental leadership. Each year we collaborate with over 25 Affiliate organisations, 120 schools and 250 partners from business, government, philanthropy, education and research institutions. Our collective impact since 1999 has transformed the way Melbourne understands wildlife, waterways and wellbeing in the age of climate change.

What drives us

We are passionate about supporting people to mitigate and adapt to climate change and to reduce waste and curtail consumption. We believe all citizens should have equitable access to clean air and water, viable soil, and renewable energy. We know that enhancing biodiversity is critical to a functional urban ecosystem.

How we do it

At the EcoCentre we use the physical world as our classroom to connect people with their natural world. Each of our programs are tailor-made through a local lens and focus on collaboration and community connectedness.





Vision

An empowered community actively cultivating long-term environmental wellbeing.



Mission

We build relationships to inspire, educate and demonstrate sustainable environmental practice and strengthen people's connection to the natural world.



Values

- Respect for our First Peoples and their cultures
- Integrity
- Inclusiveness
- Reciprocity

Our outcomes

Over the next three years, we are striving to achieve four outcomes:



Connect

People are more connected with, value and interact with their local ecosystems.



Act

Individuals and groups take action that protects and restores their environment.



Transform

Our partnerships and networks influence positive systemic environmental changes.



Enable

The EcoCentre is an efficient and effective, forward thinking organisation with an excellent reputation.



outcome one:

connect

People are more connected with, value and interact with their local ecosystems.

Strategies

Place-based learning

Develop and deliver dynamic place-based learning for formal and informal education.

Tailored engagement

Engage a variety of participants and groups and tailor programs to their needs.

Highlight interconnections

Highlight and demonstrate the interconnection between catchments, urban ecology, Port Phillip Bay and our daily lives.

Acknowledge First Peoples

Integrate Kulin Nation cultural knowledge in our programs.

Success Indicators

- Participants report increased knowledge and awareness of local ecosystems.
- Participants plan to spend more time in nature as a result of their EcoCentre experience.
- Participants have a greater connection to their local environment.



outcome two:

✓ act

Individuals and groups take action that protects and restores their environment.

Strategies

Foster volunteering

Create a range of volunteering options that benefit volunteers, the environment and our organisation.

Inspire leaders

Foster skills, knowledge and opportunities for youth, adult and business leadership.

Counteract climate change

Activate and empower citizens to mitigate and adapt to climate change.

Build wellbeing

Recognise and support the interdependence of human wellbeing and environmental health.

Success indicators

- Increased environmental volunteer numbers and hours through the EcoCentre.
- Increase in the number and the types of actions completed by EcoCentre participants and partners, as individuals and groups.
- Participants have made and sustained changes in their lives and communities to protect and/or restore the environment.



outcome three:

transform

Our partnerships and networks influence positive systemic environmental changes.

Strategies

Drive research

Conduct research and citizen science with community and research institutions.

Build networks

Support groups and networks to continually enhance community-led and cross-sector initiatives.

Advocate for change

Forge partnerships, consult and advocate on local and Victorian policies, legislation and practices.

Amplify voices

Aggregate and share knowledge, evidence and stories to citizens and decision-makers.

Success indicators

- Maintain the number of members, partnerships, research programs and participation in networks.
- Maintain the number of submissions advising on policy, legislation and regulation across all level of government.
- Partnerships have achieved progress towards positive, systemic environmental changes.



outcome four:

enable

The EcoCentre is an efficient and effective, forward thinking organisation with an excellent reputation.

Strategies

Outstanding people

Recruit, retain, manage and develop skilled and diverse staff.

Best practice

Ensure best practice through high quality planning, monitoring, and evaluation.

Strong finances

Maintain financial security via a range of sources.

Robust systems

Consolidate systems and policies including HR, IT, membership, communications and marketing.

Excellent governance

Maintain a strong committee of management and best practice governance.

Inspiring Facilities

Develop and implement a strategy for a new fit-for-future community building that enables our innovation and growth.

Success Indicators

- Maintained high levels of satisfaction with funders, relevant government agencies, project partners and Affiliates.
- Agreed financial surplus achieved annually.
- Redevelopment strategy is progressing against milestones.





The EcoCentre develops community-wide understanding of the Port Phillip Bay environment. We deliver specialist education, science-based research and community action projects. This work stimulates people to connect with their local habitats, to protect the environment and to influence decision-makers, so all life can flourish. We are a hub that links people and organisations. Our programs include teaching in schools, running seminars and excursions, conducting research and implementing on-ground activities.

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Email info@ecocentre.com to find out more about our team and our initiatives.

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