



CONSERVATION COUNCIL
ACT REGION

Conservation Council Strategic Plan 2015 – 2020



Bulbine bulbosa woodland carpet, Matthew Frawley, 2015

INTRODUCTION

This Strategic Plan is intended to guide the activities of the Conservation Council ACT Region (Conservation Council) for the period 2015-2020.

This plan sets out the vision, mission and strategic priorities of the organisation, identifies key organisational goals and strategies for the planning period and describes the annual operational planning, implementation and evaluation process.

1. VISION

Nature is respected, protected and embraced by an ecologically sustainable, socially just and economically viable society which lives lightly on the planet.

2. MISSION

To influence government, business and community through effective public policy and engagement to protect nature.

3. STRATEGIC PRIORITIES

- 1) Deliver Environmental Outcomes
- 2) Demonstrate Leadership and Building Capacity
- 3) Be an Effective and Resilient Organisation

4. OUR IDENTITY

The Conservation Council ACT Region is the peak non-government environment organisation for the Canberra Region. We have been the community's voice for the environment in the Canberra region since 1979.

The Council represents more than 40 member groups who in turn represent over 15,000 supporters. We harness the collective expertise and experience of our member groups and networks and use this expertise to promote sound environment policy and the need for action on the environment. We work collaboratively with Government, business and the community to achieve the highest quality environment for Canberra and its region. We do our work through advocacy, community campaigns, education, research and engagement with the community, the private sector and with government.

5. VALUES

Nature has an intrinsic value; while also providing services essential to the well-being and health of our society.

As the peak environment group of the ACT Region, we operate according to the following values:

1. **Integrity** – professional and honest in our working relationships, and transparent and accountable in our decision-making processes
2. **Respect** – respect the views and opinions of others and consider, fairly and openly, views that might be different to our own
3. **Inspiration** – inspire others to protect and appreciate nature and to create ecologically sustainable communities
4. **Leadership** – lead through sound governance and clear and inspiring vision
5. **Collaboration** – value our culture of participation and building strong partnerships to achieve our goals.

6. OPERATIONAL PLANNING

To promote effective implementation of this Strategic Plan, the Conservation Council Board will approve, each year after the Annual Planning Day (May), an annual Operational Plan. The Operational Plan will reflect the strategic goals and objectives of the Strategic Plan, and will identify campaign priorities, targets, activities and key performance indicators.

7. MONITORING AND EVALUATION

This Strategic Plan provides the basis for an integrated monitoring and evaluation framework, including:

- annual review of the strategic plan implementation
- annual reviews of operational plan implementation
- quarterly staff reporting against operational plan; and
- staff performance reviews.

8. Document Decision-making Path

Developed	June 2015
Approved	11 August 2015
Re-Approved	
Review Dates	Annual Update May 2016
	Annual Update May 2017
	Annual Update May 2018
	Annual Update May 2019
	Annual Update May 2020
Develop Strategic Plan 2021-2026	June - December 2020

9. STRATEGIC PRIORITIES

STRATEGIC PRIORITY 1: DELIVER ENVIRONMENTAL OUTCOMES			
Goal: Nature is respected, protected and embraced by an ecologically sustainable, socially just and economically viable society which lives lightly on the planet.			
	Outcomes		Objectives
E1	Protection, conservation and restoration of nature	E1.1	Adoption of laws, policies and programs that deliver improved protection and management of natural ecosystems
		E1.2	Greater protection, restoration, or improved management of land and water
		E1.3	Minimise impacts of urban edge on biodiversity values
		E1.4	Adequate funding for biodiversity programs
E2	Reduction in carbon emissions	E2.1	Adoption of laws, policies and programs that reduce greenhouse gas emissions
		E2.2	Delivery of ACT Greenhouse gas reduction targets / renewable energy target
		E2.3	Promote renewable energy, improve energy efficiency and protect carbon rich ecosystems
		E2.4	ACT Government to “divest” its investments in fossil fuel projects providing leadership to ACT community
E3	Reduction of ecological footprint	E3.1	Adoption of laws, policies and programs that help build a more sustainable society, by reducing unsustainable consumption of resources and production of waste and pollution
		E3.2	Community engagement to reduce unsustainable consumption of resources and production of waste
E4	Protection and promotion of natural, Aboriginal and built heritage values	E4.1	Adoption of laws, policies and programs that protect ACT heritage values
		E4.2	Community engagement in promoting the heritage values of the ACT (for example. via Treasures publications)
E5	A sustainable and inclusive city	E5.1	Adoption of laws, policies and programs that build a sustainable and inclusive city
		E5.2	Implementation of active transport measures, including a rapid transit system, cycling and living streets measures

STRATEGIC PRIORITY 2: DEMONSTRATE LEADERSHIP AND BUILDING CAPACITY

Goal: As the peak environment organisation for the ACT and Region we are an influential and respected voice for the environment.

	Outcomes		Objectives
L1	Effective representation	L1.1	Internal processes are inclusive and democratic, to ensure that our work reflects the views and interests of our members
		L1.2	Our reputation, public profile and community support and enhance our ability to effectively represent the views and interests of our members
		L1.3	Board, staff, members and representatives work collaboratively to provide a strong voice for the environment in the ACT and Region
L2	Partnership and collaboration	L2.1	Exercise leadership by inspiring, informing and supporting community action for environmental protection and sustainability
		L2.2	Engage the community, build relationships and share skills, knowledge and information resources
		L2.3	Build and maintain strategic relationships with local, regional and national partners to achieve positive environmental outcomes
		L2.4	Promote strategic collaboration and provide a platform for coordinating environmental advocacy activities at the local level
L3	Support for a strong environment movement	L3.1	Support the local environment movement to become stronger by investing in training, education and information resources
		L3.2	Enhance the effectiveness of the movement by providing a platform for networking, skill sharing and information exchange
		L3.3	Recognise achievements within our networks
		L3.4	Identify strategic opportunities for supporting the work of our members, by providing targeted technical, financial and other assistance
L4	A valued and effective voice for the environment	L4.1	Effective communications across a wide range of media – social media, traditional media, video, publications, events, forums

STRATEGIC PRIORITY 3: DEVELOP AN EFFECTIVE AND RESILIENT ORGANISATION

Goal: An effective, efficient, financially resilient organisation which provides a safe, sustainable and enjoyable work environment for our staff, volunteers and member groups.

	Outcomes		Objectives
O1	Strong, diverse and growing membership and supporter base	O1.1	Attract and retain members by effectively representing their interests and providing high quality member services and events
		O1.2	Build our individual supporter base and engage our supporters actively in our environmental advocacy activities
O2	Financial resilience	O2.1	Obtain 50% of our total income from non-government sources by 2020
		O2.2	Increase the proportion of untied funding and to ensure that tied funding is strongly aligned with our strategic goals
		O2.3	Ensure financial reserves are consistent with prudent financial management
		O2.4	Develop a strategy for long-term office accommodation (post 2033)
		O2.5	Explore options for achieving organisational efficiencies by partnering with our member and/or other groups
O3	Exemplary operations and governance	O3.1	Ensure management and administration of our organisation is efficient and effective
		O3.2	Ensure workplace and work practices are safe, healthy and ecologically sustainable
		O3.4	Periodically review governance practices to ensure that we satisfy legal requirements and demonstrate sound governance
O4	Strong internal capacity: staff, volunteers, interns and Board members	O4.1	Board membership reflects skill sets required for a modern non-government organisation (fundraising, new media and campaigning skills)
		O4.2	Ensure staff and volunteers are valued and supported as well as provided with opportunities for professional development
		O4.3	Actively put in place strategies to recruit and retain volunteers and interns