Engaging and empowering the community

1.1 Build strong relationships and social connections
- Coordinate Port Phillip Urban Fresh Food Network
- Build and facilitate new community gardens
- Expand Weekend Workshops program
- Build relationships with key Indigenous organisations and the Aboriginal community

1.2 Expand sphere of influence
- Participate in Clean Up the Bay stakeholders group and activities
- Support City of Glen Eira Biodiversity program
- Conduct Pest Seastar Control project
- Conduct Country Connect project collaborating with land managers and Traditional Owners to protect Indigenous Cultural Heritage sites
- Undertake Yarra Plume Baycare regional partnership project
- Expand Schools Program into Cities of Bayside, Stonnington, Glen Eira and Melbourne

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.
| 1.2.2 Increase community engagement across the City of Port Phillip | • Offer workshops in all wards of City of Port Phillip (CoPP)  
• Develop portable interactive exhibits – prototype in Year One  
• Expand collaborations with community centres and neighbourhood houses across CoPP | 1 - 3  
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1 - 3 |
| 1.2.3 Provide high level workshops / thought-leader sessions (global/ regional perspectives) | • Run experts’ sessions at EcoCentre and other venues  
• Encourage, facilitate and support establishment of special interest groups e.g. art, bicycle users, climate change, community gardens, Indigenous heritage, urban design, etc.  
• Proactively respond to emerging issues and opportunities | 1 - 3  
1 - 3 |
| 1.2.4 Reach out to people and groups who do not normally engage in environmental issues | • Market weekend presence and workshops  
• Approach sporting clubs, church groups re workshops and activities (e.g. waste minimization)  
• Develop relationships with Cub and Scout groups for shed surveys and other activities  
• Develop relationship with Australian Institute of Management, Rotary, Lions etc. | 1 - 3  
1 - 3 |
| 1.3 Take the message to the people | 1.3.1 Create a diversity of communication platforms: Virtual, Physical, Mobile (not just EcoCentre focused) | • Create leading-edge social media networks, including Facebook, blogs and chat rooms  
• Encourage art-focused activities and events  
• Develop high quality promotional materials for a variety of markets  
• Review, redesign and upgrade existing website content and architecture | 1 - 3  
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1 |
| 1.3.2 Expand links to the news media | Conduct an audit of existing links and identify strategic opportunities to extend | 1 |
| 1.3.3 Enhance community social opportunities at the EcoCentre | • Organise and facilitate special events  
• Enhance Eco Tea Garden | 1 - 3  
1 - 3 |
| 1.4 Facilitate and support affiliates and community groups | 1.4.1 Identify the needs/issues of the affiliates / community groups | • Conduct an ongoing and regular Affiliates Forum  
• Attend meetings of affiliates and other groups  
• Develop joint initiatives with affiliates | 1 - 3  
1 - 3  
1 - 3 |
| 1.4.2 Help affiliates raise their profile so they connect with their target communities | • Identify and support marketing opportunities that benefit affiliates  
• Coordinate Yarra Plume Baycare project with Earthcare, Rickett’s Point Marine Care & other bay related groups | 1  
1 - 2 |
| 1.4.3 Engage in practical project partnerships | Conduct practical partnerships with Clean Beach Coalition, Clean Up Australia Day, Keep Australia Beautiful Victoria, Sustainable House Day, etc. | 1 - 3 |
| 1.5 Communicate with the community | 1.5.1 Use a variety of measures to communicate to the community | • Conduct regular meetings  
• Maintain active, bright, leading-edge electronic newsletter and website  
• Incorporate visual and other art forms, displays, activities, events, etc.  
• Facilitate the emergence of community knowledge through regular public forums/workshops to promote innovation and knowledge sharing | 1 - 3  
1 - 3  
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| 1.5.2 Articulate our innovations and initiatives as well as more global information | • Communicate results of research projects etc. in a variety of media and to key stakeholders  
• Collect and communicate appropriate / relevant data using performance indicators and a range of techniques, e.g. surveys  
• Include research and performance results on website | 1 - 3  
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## 2 Demonstrating best practice – facilities and resources

### 2.1 Develop leading edge facilities

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<th>Strategy</th>
<th>Key Actions</th>
<th>Timeline (Years)</th>
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| 2.1.1 Optimise existing EcoCentre facilities | • Develop and improve signage and interpretation of existing facility  
• Develop new displays  
• Work with CoPP to renew infrastructure including install storage shed, propagation house, sheltered deck areas, outdoor classroom, improved community compost facility and renovated building  
• Improve capacity for ‘visitor centre’ function for St Kilda Botanical Gardens  
• Work with CoPP to ensure regular EcoCentre building maintenance | 1  
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| 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.  
• Provide adequate staffing at ‘home base’ to enable increased outreach | 1 - 3  
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### 2.2 Demonstrate sustainable living

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| 2.2.1 Minimise our environmental resource footprint | • Reduce energy and water consumption as much as possible at EcoCentre and collect and publish data  
• Use sustainable transport as much as possible and collect and publish data re usage  
• Minimise solid non-recyclable waste | 1 - 3  
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| 2.2.2 Optimise the use of technology | • Provide online tools, guidance and ideas to live more sustainably  
• Provide permanent and temporary interactive displays | 1 - 3  
1 - 3 |
| 2.2.3 Demonstrate examples of sustainable living | • Run events  
• Maintain shared community garden and EcoHouse  
• Build and maintain a bushfood garden | 1 - 3  
1 - 3  
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  
• Ensure role descriptions are up-to-date and staff are appropriately rewarded  
• Provide professional development opportunities  
• Ensure all team members have appropriate opportunity to contribute to policy development |
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<tr>
<th>2.3.2 Celebrate and appreciate committee, staff and volunteers</th>
<th>• Conduct regular social events for EcoCentre personnel, volunteers and affiliates</th>
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| 2.3.3 Provide inspiration to achieve greatness | • Coordinate statewide nest-box program with schools  
• Write and publish human interest inspiration stories re EcoCentre people and projects on website and through local papers |
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| 2.3.4 Improve and broaden volunteer involvement and retention | • Resource volunteer coordination position  
• Develop system of project briefs for volunteers and lists of volunteer opportunities marketed appropriately  
• Develop relationships with TAFE and University environmental course coordinators to promote volunteer opportunities  
• Recognise volunteers through annual awards presentation and social activity |
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### 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  
• Exercise excellent project management including evaluation and quality reporting for all projects and programs  
• Implement initiatives to increase weekend revenue  
• Attract revenue from business community  
• Dedicate percentage of income to resource ongoing business development |
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### 3 Educating for sustainability

#### 3.1 Schools

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| 3.1.1    | • Deliver contracted programs to client schools  
           • Develop/customise activities and materials for programs, viz. Australian Sustainable Schools Initiative, Tomorrow’s Leaders for Sustainability, Wildlife Discovery - incorporating Bushtime, Teachers’ Environment Networks, excursions & incursions and Traditional Owner perspectives  
           • 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) | 1 - 3            |
| 3.1.2    | • Use all media  
           • Deliver experiential learning                                                                                                                                                                         | 1 - 3            |
| 3.1.3    | • Evaluate ‘Teachers Environment Network’  
           • Increase marketing to schools in CoPP  
           • 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  
           • Conduct annual Sustainable Schools Awards                                                                                                                                                         | 1 - 3            |

#### 3.2 Businesses

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<td>3.2.1</td>
<td>• Seek opportunities to deliver accredited training in partnership with Registered Training Organisations</td>
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<td>3.2.2</td>
<td>• Explore partnership with Australian Institute of Management and a TAFE Institute</td>
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| 3.2.3    | • Design and cost products and services for businesses  
           • Expand in Marketing Plan                                                                                                                                                                          | 1                |

#### 3.3 Community
### 3.3.1 Provide high quality education programs on key sustainability issues, linked to community needs

- Facilitate integration/presentation of Aboriginal cultural knowledge with environmental programs in schools and community education programs
- Establish Indigenous heritage walks program in St Kilda Botanical Gardens
- 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’

1: 3

### 3.3.2 Diversify delivery mechanisms

- Develop mobile and virtual information

1: 3

### 3.3.3 Market effectively to the community

- Refresh Marketing Plan
- Apply for appropriate awards for Best Practice etc.

1: 3

### 3.4 Research

#### 3.4.1 Develop research projects with higher education institutes

- Conduct Pest Seastar Control in Local Habitats project
- Include links with higher education in Marketing Plan
- Collaborate with Ormond College (Melbourne University) and other and seek tertiary education institutes

1

1: 3

#### 3.4.2 Conduct research in collaboration with other organisations

- Continue ‘Country Connect’ partnership project with Boon Wurrung Foundation
- Assist with environmental research projects
- Develop links with relevant courses at universities and TAFE institutes
- Conduct hands-on research projects to provide for experiential learning and awareness of local environmental values
- Undertake Nest box research with schools/community and publish findings
- Undertake Yaara Plume & Seastar projects
- Support CoPP Community Pulse program

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# 4 Advocating and acting to protect and enhance the environment

## 4.1 Provide a credible community voice

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<th>Timeline (Years)</th>
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| 4.1.1 “Listen” to understand community issues | • Attend affiliate group meetings  
• Attend community forums  
• Provide opportunities for local input and feedback re issues through website and forums | 1 - 3  
1 - 3  
1 - 3 |
| 4.1.2 Articulate community issues | • Maintain regular online news bulletin  
• Maintain Port Phillip Baykeeper blog  
• Attend forums in local community and beyond  
• Write or arrange for regular articles and letters to local papers | 1 - 3  
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## 4.2 Liaise with all levels of government

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| 4.2.1 Identify priority issues | • Develop and regularly renew an ‘issues’ and stakeholders inventory  
• Conduct rigorous research to inform credible advocacy  
• Attend and contribute to sustainability issues forums | 1 - 3  
1 - 3  
1 - 3 |
| 4.2.2 Identify and maintain links and knowledge of policy settings / people | • Demonstrate strong alignment with CoPP strategic objectives  
• Provide ongoing support for Boon Wurrung Foundation and local Indigenous community  
• Maintain and extend links with CoPP Sustainability Community Development and Waste Management departments  
• Liaise on important issues with local, state, and federal government representatives | 1 - 3  
1 - 3  
1 - 3  
1 - 3 |