



Connect



Act



Transform



Enable



# ECOCENTRE STRATEGIC PLAN 2021-2024





## 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 the health of Port Phillip Bay 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 140 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, 150 schools and 250 partners from business, government, philanthropy, education and research institutions. Since 1999, our collective impact 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 take action together. We believe all people should have equitable access to clean air and water, viable soil, renewable energy and time in nature.

The EcoCentre's work is informed by the United Nations Sustainable Development Goals. We recognise the scientific imperative of the United Nations Climate Agreements to limit global warming to below 1.5 degrees relative to pre-industrial levels, and the urgent action required by 2030 to radically reduce emissions.

We honour the knowledge of First Nations peoples and the rights of future generations to a flourishing planet.

## How we do it

At the EcoCentre we use the natural world as our classroom and meeting space. Each of our programs is tailor-made using a local lens to progress meaningful, evidence-based learning and action. We hatch and nurture solutions, deliver original research, and conduct hands-on projects with a focus on collaboration and community connectedness.

## Our Vision

**A healthy, thriving,  
and resilient planet  
where humans live  
in balance with the  
natural world**

## Our Purpose

We connect and inspire people to care for  
land, water, wildlife and wellbeing.

## What we believe

Our climate and ecology are in crisis.

We must act together now.

Connected communities drive change.

Enhancing biodiversity is critical.

We must mitigate and adapt to climate change.

We must reduce waste and curtail overconsumption.

## Our Values

Respect for First Nations peoples  
and their cultures.

Integrity.

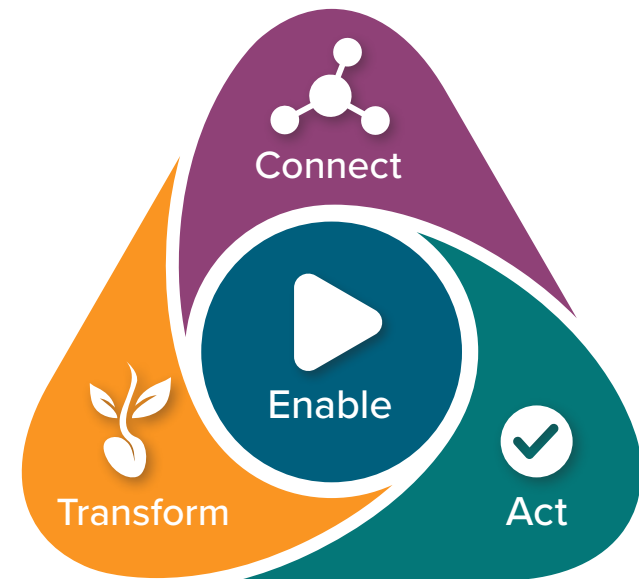
Inclusiveness.

Reciprocity.

## Our Theory of Change and Outcomes

We **connect** people to nature and each other, empowering groups and  
individuals to **act** with increasing momentum to **transform** systems.

Outstanding people, practices and organisational systems will  
**enable** these program outcomes.

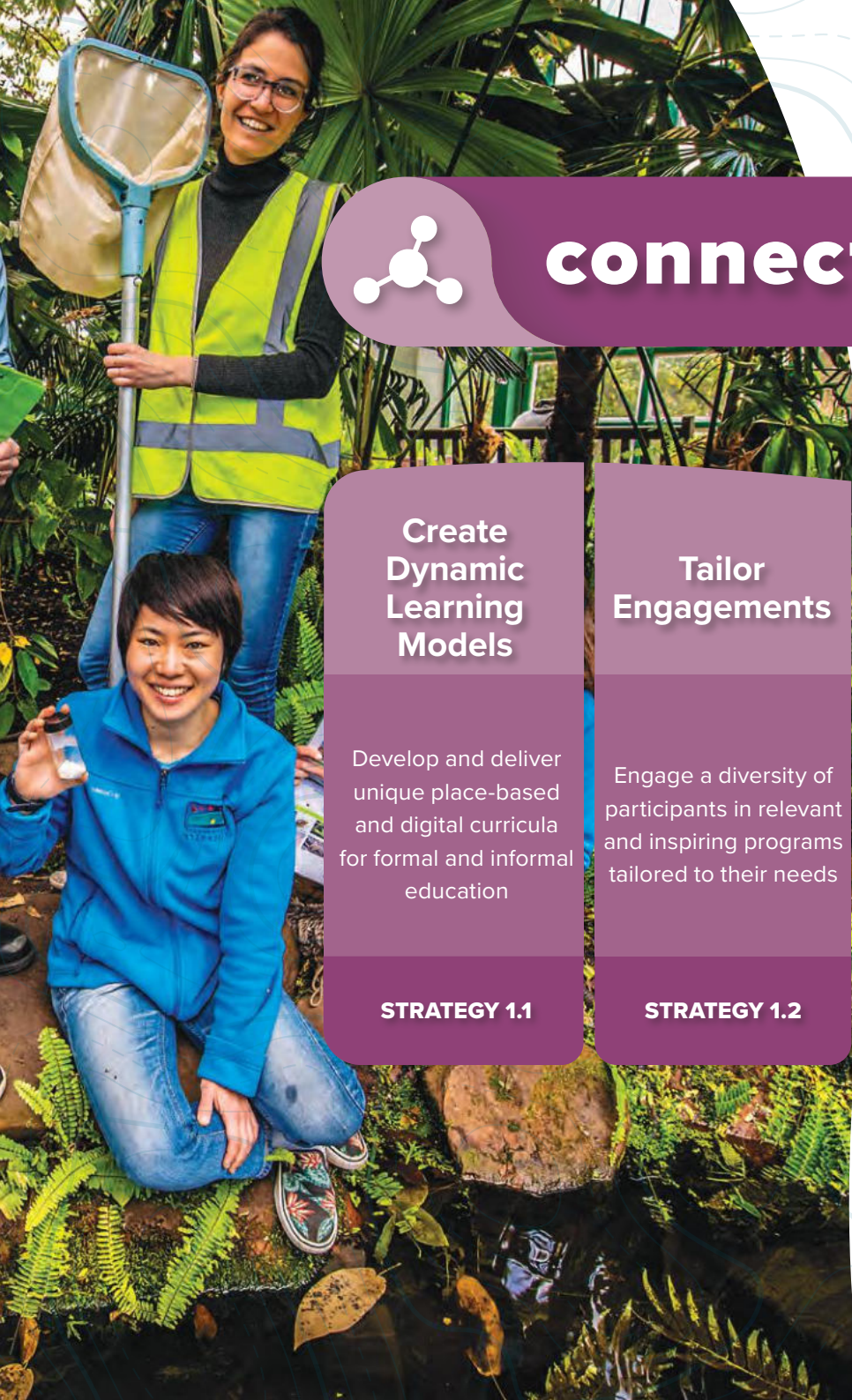


**Program Outcomes**



**Organisational Outcome**





# connect

People are connected  
to nature and each other



## Create Dynamic Learning Models

Develop and deliver unique place-based and digital curricula for formal and informal education

**STRATEGY 1.1**

## Tailor Engagements

Engage a diversity of participants in relevant and inspiring programs tailored to their needs

**STRATEGY 1.2**

## Highlight Inter-Connections

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

**STRATEGY 1.3**

## Practice Djilbruk (Respect)

Work together with First Nations people to protect the environment, recognising their deep cultural connection to Country

**STRATEGY 1.4**

## Build Relationships

Facilitate new opportunities for individuals and groups to work together

**STRATEGY 1.5**

## success indicators

- Participants increased knowledge and awareness of ecosystems
- Participants feel a greater sense of connection to nature
- Participants strengthened connections to people or community groups





## act

Individuals and groups take action to mitigate climate change and protect the environment



### Foster Volunteering

Create a range of volunteering options that benefit the environment, volunteers and community

**STRATEGY 2.1**

### Inspire Leaders

Foster skills, knowledge, confidence and opportunities for youth and community leadership

**STRATEGY 2.2**

### Accelerate Climate Change Action

Empower communities to rapidly cut emissions, decarbonise, reduce waste and adapt to extreme weather

**STRATEGY 2.3**

### Strengthen Wellbeing

Implement programs that recognise the interdependency of environmental and human health

**STRATEGY 2.4**

### Enhance Biodiversity

Preserve and create healthy habitats, greener neighborhoods and clean waterways

**STRATEGY 2.5**

### success indicators

- Increased volunteer numbers and hours through EcoCentre programs
- Participants gain skills or confidence as a result of their EcoCentre experience
- Types of climate and environmental actions taken by individuals and groups as a result of EcoCentre programs



# transform

Our partnerships and networks drive positive systemic environmental changes



## Drive Research

Conduct research and citizen science with community and research institutions

**STRATEGY 3.1**

## Build Networks

Connect our Affiliates and partners, extend collaborations, and leverage collective expertise

**STRATEGY 3.2**

## Advocate for Change

Forge partnerships, consult and advocate to influence government policies, legislation and practices

**STRATEGY 3.3**

## Amplify Voices

Aggregate and share knowledge, evidence and stories with stakeholders and decision-makers

**STRATEGY 3.4**

## success indicators

- Number and utilisation of research programs undertaken
- High level of engagement and action with partnerships and impact networks
- Number and results of legislation and policy submissions across all levels of government







# enable

The EcoCentre is an effective, efficient, inclusive and innovative organisation



## Outstanding People

Recruit, retain and support a skilled, diverse and fulfilled staff

**STRATEGY 4.1**

## Best Practice

Ensure high quality in planning & review, management, communications and operating systems

**STRATEGY 4.2**

## Strong Finances

Sustain a strong financial position, supported by long-term planning, with a range of income sources, and robust financial systems

**STRATEGY 4.3**

## Excellent Governance

Maintain a diverse, qualified and engaged Committee and best practice governance

**STRATEGY 4.4**

## Manage Change

Continue high-impact programs and engagement while transitioning to the future EcoCentre

**STRATEGY 4.5**

## success indicators

- High levels of satisfaction with funders, government agencies, project partners and Affiliates sustained
- Agreed financial targets achieved
- Staff and Committee members skilled, effective and satisfied
- Transition to the future EcoCentre planned and implemented effectively





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 the health of Port Phillip Bay and the urban ecology of Greater Melbourne, within the traditional lands and waters of the Kulin Nation. We bring together people of all ages and backgrounds to spark solutions and inspire environmental leadership.

[www.ecocentre.com](http://www.ecocentre.com)

Email [info@ecocentre.com](mailto:info@ecocentre.com) to find out more about our team and our initiatives.

Bunurong/Boon Wurrung Country  
55A Blessington St, St Kilda  
VIC 3182, Australia

P: 03 9534 0670

 @ecocentrestkilda

 @ecocentrestk

 @ecocentrestkilda

