

SUNSHINE COAST
Environment Council
www.scec.org.au



Strategic Plan 2024-2029

Sunshine Coast Environment Council

OCTOBER 2024



Acknowledgement of Country

The Sunshine Coast Environment Council acknowledges the Traditional Owners and First Nations Custodians of the lands and waters on which we operate and their ancient and ongoing connection to Country.

We pay respect to the legacy of thousands of generations of First Nations peoples and culture and hope our work is a part of protecting and restoring the natural systems of Gubi Gubi / Kabi Kabi and Jinibara Country.

About SCEC

The Sunshine Coast Environment Council is a dedicated Regional Conservation Council and the peak body for environment groups in the region. We are a member based, not-for-profit organisation with 40 years' experience leading environmental advocacy and sustainability across five Local Government areas.

Vision

A flourishing, nature positive, climate resilient region where people and nature thrive together.

Mission

To lead as a voice for nature through engaged advocacy, collaborative action and inclusive representation.

Values

Respect: Upholding respect for nature and each other, fostering a culture that values diverse perspectives and all forms of life.

Justice: Advocating for environmental and social justice, ensuring fair and equitable solutions that serve both communities and ecosystems.

Integrity: Maintaining transparency and honesty in our actions, reinforcing trust within our community and our commitment to a sustainable future.

Members & Community: Building strong, inclusive connections that empower collective action for environmental stewardship and resilience.

About this plan

This plan outlines the Sunshine Coast Environment Council's strategic direction for the next 5 years.

Our vision and mission reflect our commitment to effectively lead and support environmental sustainability throughout the region through engagement, advocacy and representation.

The seven strategic objectives provide clear direction to guide our efforts, to ensure the longevity of the organisation and to continue striving for a sustainable, nature positive and climate resilient future for our region.

They reflect our commitment to lead as a voice for nature throughout the Sunshine Coast and outline pathways of our engagement with members, our community and other agencies. Our seven objectives reflect our priorities at this point in time and what we consider essential to be effective and sustainable as a regional organisation over the next few years.

The drafting of this plan has taken many months and is a result of collaborative work, group strategic thinking and consultancy between the Management Committee, staff, stakeholders, consultants and members over two terms.

These objectives will guide our annual operational planning and help us prioritise, create measurable goals and targets to work towards, report on, and evaluate our successes.

We believe that these seven strategic objectives will guide a sustainable and impactful future for SCEC and the region, to ensure we continue to make a positive impact as a regional conservation council.

Our 7 Strategic Objectives:

1. Act as a voice for nature
2. Lead as a peak body
3. Connect and collaborate
4. Enhance visibility and engagement
5. Expand members, volunteers and supporters
6. Fundraising, income and sponsorship
7. Secure and strengthen our organisation

We wish to thank current and previous Committee members, staff and our community of members and supporters for your ongoing commitment to work together for a flourishing nature positive, climate resilient region where people and nature thrive together.

Strategic objectives

1 ACT AS A VOICE FOR NATURE

Lead informed advocacy for the protection of the natural environment.

SCEC's advocacy work results in tangible sustainable outcomes and the protection of nature on the Sunshine Coast.

1. Deliver strategic campaigns that protect biodiversity, address climate change and promote sustainability and regeneration.
2. Provide informed recommendations to all levels of government across the region.
3. Utilise scientific evidenced-based information to guide targeted action.
4. Advocate to protect nature, threatened species, ecosystems and their futures.
5. Incorporate Indigenous knowledge and practices into advocacy efforts to ensure holistic environmental stewardship.

2 LEAD AS A PEAK BODY

Lead and represent regional environmental organisations

We are a trusted environmental leader, influencer and source of environmental knowledge across the region.

1. Sustain and elevate SCEC as a trusted environmental leader
2. Maintain position as a respected source of environmental knowledge across the region.
3. Represent and empower regional environmental organisations to amplify their impact.
4. Respond to critical issues and leverage opportunities for positive change and growth.
5. Empower people and organisations to achieve positive environmental outcomes.

Strategic objectives

3 CONNECT AND COLLABORATE

Enhance connections and partnerships for collective environmental action.

We are engaged and connected across the region through strong collaborative partnerships that create significant and impactful outcomes.

1. Build strong relationships with stakeholders to build and guide SCEC's work.
2. Facilitate cross-sectoral networking and collaboration across local, state, and national organisations and agencies.
3. Strengthen partnerships with lead agencies to prioritise climate resilient, nature positive outcomes and amplify our work.
4. Deepen relationships with First Nations peoples and communities to foster respectful reconciliation and knowledge

4 ENHANCE VISIBILITY AND ENGAGEMENT

Enhance our organisational profile through authentic promotion and meaningful engagement.

We are a widely recognised organisation with communities and members actively engaged in SCEC campaigns and activities. We effectively communicate and coordinate impactful initiatives and events across the region.

1. Clearly articulate our value proposition to all stakeholders.
2. Enhance visibility across the region through engagement and promotional strategies that benefit and attract members, sponsorship and funding.
3. Develop strategic and streamlined communication channels that optimise internal and external communication and systems.
4. Deliver engaging and impactful events to inspire and raise awareness of SCEC's initiatives and role in the region.
5. Ensure First Nations values, aspirations and voices are reflected in SCEC's activities, promotions

Strategic objectives

5 EXPAND MEMBERS, VOLUNTEERS AND SUPPORTERS

Grow our membership base and enhance the value we provide to all members.

SCEC has a growing and active membership and volunteer base that understand and appreciate our value to the Sunshine Coast region.

1. Increase members and volunteers via enhanced pathways for engagement.
2. Optimise membership structure to better serve, retain and communicate with members.
3. Expand and enhance how we provide value to all stakeholders including members, sponsors, local government, and First nations communities.
4. Enhance opportunities for all supporters to participate in SCEC's work.
5. Create meaningful feedback structures to improve value and long term engagement.

6 FUNDRAISING, INCOME AND SPONSORSHIP

Secure long-term organisational sustainability by strengthening finances.

SCEC is a financially sustainable not-for-profit organisation with reliable funding and income streams.

1. Implement a fundraising strategy with action plans and targets.
2. Increase income from grants and funding sources.
3. Develop pathways for increased sponsorship and appropriate corporate funding.
4. Develop ongoing strategies and mechanisms for acquiring, diversifying and retaining a range of revenue sources.
5. Deliver regular fundraising events annually to engage community and emphasise visibility.

Strategic objectives

7 SECURE AND STRENGTHEN OUR ORGANISATION

Increase effectiveness of our organisation through strategic review of systems and governance.

SCEC is a secure organisation with robust governance, financial accountability and stable membership.

1. Actively plan and forecast to ensure long term viability and achieve targets effectively.
2. Responsibly develop budgets that support strategic results.
3. Ensure operations are maintained within our financial means.
4. Implement regular review structures to drive improvements, increase effectiveness and track progress of organisation, staff, governance and operations.
5. Strengthen governance and accountability processes and systems.

Strategic Plan 2024-2029

Vision: A flourishing, nature positive, climate resilient region where people and nature thrive together.
Mission: To lead as a voice for nature through engaged advocacy, collaborative action and inclusive representation.

Objectives

How we'll achieve this

Actions we'll take to achieve our objectives

What success looks like

Act as a Voice for Nature

Lead informed advocacy for the protection and restoration of the natural environment.

1. Deliver strategic campaigns that protect biodiversity, address climate change and promote sustainability and regeneration.
2. Provide informed recommendations to all levels of government across the region.
3. Utilise scientific evidenced-based information to guide targeted action.
4. Advocate to protect nature, threatened species, ecosystems and their futures.
5. Incorporate Indigenous knowledge and practices into advocacy efforts to ensure holistic environmental stewardship.

SCEC's advocacy work results in tangible sustainable outcomes and the protection of nature on the Sunshine Coast.

Lead as a Peak Body

Lead and represent regional environmental organisations

1. Sustain and elevate SCEC as a trusted environmental leader
2. Maintain position as a respected source of environmental knowledge across the region.
3. Represent and empower regional environmental organisations to amplify their impact.
4. Respond to critical issues and leverage opportunities for positive change and growth.
5. Empower people and organisations to achieve positive environmental outcomes.

We are a trusted environmental leader, influencer and source of environmental knowledge across the region.

Connect and Collaborate

Enhance connections and partnerships for collective environmental action

1. Build strong relationships with stakeholders to build and guide SCEC's work.
2. Facilitate cross-sectoral networking and collaboration across local, state, and national organisations and agencies.
3. Strengthen partnerships with lead agencies to prioritise climate resilient, nature positive outcomes and amplify our work.
4. Deepen relationships with First Nations peoples and communities to foster respectful reconciliation and knowledge sharing.

We are engaged and connected across the region through strong collaborative partnerships that create significant and impactful outcomes.

Enhance Visibility and Engagement

Enhance our organisational profile through authentic promotion and meaningful engagement

1. Clearly articulate our value proposition to all stakeholders.
2. Enhance visibility across the region through engagement and promotional strategies that benefit and attract members, sponsorship and funding.
3. Develop strategic and streamlined communication channels that optimise internal and external communication and systems.
4. Deliver engaging and impactful events to inspire and raise awareness of SCEC's initiatives and role in the region.
5. Ensure First Nations values, aspirations and voices are reflected in SCEC's activities, promotions and engagement.

We are a widely recognised organisation with communities and members actively engaged in SCEC campaigns and activities. We effectively communicate and coordinate impactful initiatives and events across the region.

Expand Members, Volunteers and Supporters

Grow our membership base and enhance the value we provide to all members.

1. Increase members and volunteers via enhanced pathways for engagement.
2. Optimise membership structure to better serve, retain and communicate with members.
3. Expand and enhance how we provide value to all stakeholders including members, sponsors, local government, and First Nations communities.
4. Enhance opportunities for all supporters to participate in SCEC's work.
5. Create meaningful feedback structures to improve value and long term engagement.

SCEC has a growing and active membership and volunteer base that understand and appreciate our value to the Sunshine Coast region.

Fundraising, Income and Sponsorship

Secure long-term organisational sustainability by strengthening finances.

1. Implement a fundraising strategy with action plans and targets.
2. Increase income from grants and funding sources.
3. Develop pathways for increased sponsorship and appropriate corporate funding.
4. Develop ongoing strategies and mechanisms for acquiring, diversifying and retaining a range of revenue sources.
5. Deliver regular fundraising events annually to engage community and emphasise visibility.

SCEC is a financially sustainable Not-For-Profit organisation with reliable funding and income streams.

Secure and Strengthen our Organisation

Increase effectiveness of our organisation through strategic review of systems and governance.

1. Actively plan and forecast to ensure long term viability and achieve targets effectively.
2. Responsibly develop budgets that support strategic results.
3. Ensure operations are maintained within our financial means.
4. Implement regular review structures to drive improvements, increase effectiveness and track progress of organisation, staff, governance and operations.
5. Strengthen governance and accountability processes and systems.

SCEC is a secure organisation with robust governance, financial accountability and stable membership.

Contact

Sunshine Coast Environment Council

35 Howard St | PO Box 269

Nambour Qld, 4560

www.scec.org.au

president@scec.org.au

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Environment Council

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