



Strategic Plan 2019 - 2021

Strategic Plan 2019 - 2021

CONTENTS

Strategic Plan 2019 – 2021	3
Our vision	3
Objectives	3
Our role	3
SWOT Analysis	4
Our strategic process	4
Our strategic intent	4
Priority Area 1: Improve our community outreach.....	5
Objectives	5
Strategies	5
Measures of success	5
Priority Area 2: Build our new home	6
Objectives	6
Strategies	6
Measures of success	6
Priority Area 3: Make our members welcome	7
Objectives	7
Strategies	7
Measures of success	7

OUR VISION

We will encourage and promote permaculture within the Noosa area of the Sunshine Coast of Australia through a combination of events, activities and programmes.

OBJECTIVES

- To provide a sustainable alternative to ornamental gardens and monoculture, with edible gardens and farm designs; integrating crops and animals plus eco-friendly architecture and renewable energy systems.
- To provide the local community with information and guidance on sustainable living based on Permaculture principles.
- To organise activities to fund the operation of the group; supply newsletters and provide access to plants and seeds.
- To provide practical education with hands-on workshops and field days.

OUR ROLE

Permaculture is a set of design principles centred around whole systems thinking simulating or directly utilising the patterns and resilient features observed in natural ecosystems. It uses these principles in a growing number of fields from regenerative agriculture, rewilding, community, and organisational design and development. In Noosa we are passionate about the principles of permaculture!

Within our organisation, we have a range of opinions and we work to balance the needs of those members who “live the permaculture life” and strongly promote the benefits of doing so to the wider community and those of our members who want to do their best, share information and bring as much of the principles into their modern life as possible.

At our monthly meetings, members have stalls of produce and plants for sale.

A seed saving bank is available to donate to and to access.

There is a library for members to borrow books that relate to Permaculture.

Every month an interesting speaker with a particular expertise presents to the group. Often a member presents a profile of a plant, its uses, how to grow and propagate it. The evening wraps up with supper and an opportunity to socialise with other members, the guest speakers and visitors.

Members occasionally arrange a Living Bee (formerly known as a Permablitz or PET day) to help establish or maintain gardens at another member’s property. This is a great hands-on way of learning Permaculture techniques in a social activity.

We produce a monthly newsletter for our members.

There are many talented and skilled people in our group. A register of members and their skills is maintained and available to all members, enabling easy contact within the group.

Members are also involved in establishing school gardens which become outdoor classrooms to promote Permaculture principles while teaching kids that healthy eating and growing their own food go hand in hand.

Workshops and courses are also held continually throughout the year in community gardens and on members’ properties. These include courses on techniques such as composting and special interest courses like cheese making.

SWOT ANALYSIS

Conducted in early 2019 – refer to separate document

OUR STRATEGIC PROCESS



Strategic planning discussion:

- Decide on future direction
- Prioritise goals for the next two years

Develop operational plans:

- 24 month time span
- Measurable outcomes
- Establish costs

Stakeholder engagement and review:

- Key stakeholders are consulted on directions of Strategic Plan
- Stakeholders are consulted as plan is implemented

OUR STRATEGIC INTENT 2019 - 2021

Our strategic planning process, which commenced with a workshop held in Cooroy in late 2018 produced the following comments and ideas from the participants. In conjunction with the SWOT analysis, we have identified three major priority areas for the organisation to pursue in the coming years:

- ⇒ **Priority area 1 – Improve our community outreach programmes**
- Priority area 2 – Build our new “home”**
- Priority area 3 – Make our members welcome**

Priority Area 1 – Improve our community outreach programmes

Priority Leader:

Objectives

- Become the place to go in Noosa for information on permaculture
- Work with local government on combining permaculture in their own activities
- Improve an awareness of the value of the principles of permaculture with children
- Partner with other organisations and stakeholders to improve our reach

Strategies

- Annual plan for activities in the community and events in which we can take part
- Preparation of promotional material and placement in local businesses to highlight who we are what we do
- Improved signage and information to take with us to events
- Partner with some schools to begin programmes focussed on garden to table activities
- Seek media coverage for our activities
- Work with the retired communities on programmes to support friendship & support while being involved in the garden
- Build a strong relationship with Council Parks & Gardens to plan permaculture focus in their own spaces

Measures of success

Annual planning is common practice

Marketing & signage about the association is regularly used

Schools programme is underway in at least one school

Some media coverage on activities has occurred

Council Parks & Gardens have committed to using some permaculture practices in their spaces

Priority Area 2 – Build our new “home”

Priority Leader:

Objectives

- Find a space that reflects the principles that are important to us
- Underpin our outreach programmes by showing the reality of permaculture in a welcoming space

Strategies

- Host a planning day to consider our options for the most appropriate building type and material
- Research the necessary building regulations
- Formalise an approval from lease owners for building to commence
- Ensure appropriate planning is submitted
- Perform the necessary financial modelling and budgeting for the building
- Fundraising & grants programmes to begin building the funds necessary
- Plan and manage the volunteering necessary to maintain the gardens before, during and after construction

Measures of success

Building completed

Activities taking place

Enough volunteers to sustain the gardens

Priority Area 3 – Make our members welcome

Priority Leader:

Objectives

- Make new members feel welcome and engaged
- Retain members by responding to their needs and wants
- Review our events program & processes

Strategies

- Review the new members information
- Regularly remind existing members of the information and resources we already have (eg library)
- Follow up with new members after joining
- Two membership surveys per year
- Review of surveys by management committee and report back to members
- Offer some alternative communications options including, printed and social media for all age groups
- Plan an annual event calendar with different locations, presenters and options for no presenters

Measures of success

On survey, new members have all the information they need to jump in
Events & activities are manageable within the human and financial resources of the organisation
Events are innovative and change to reflect the members' wants
Membership has increased and is manageable