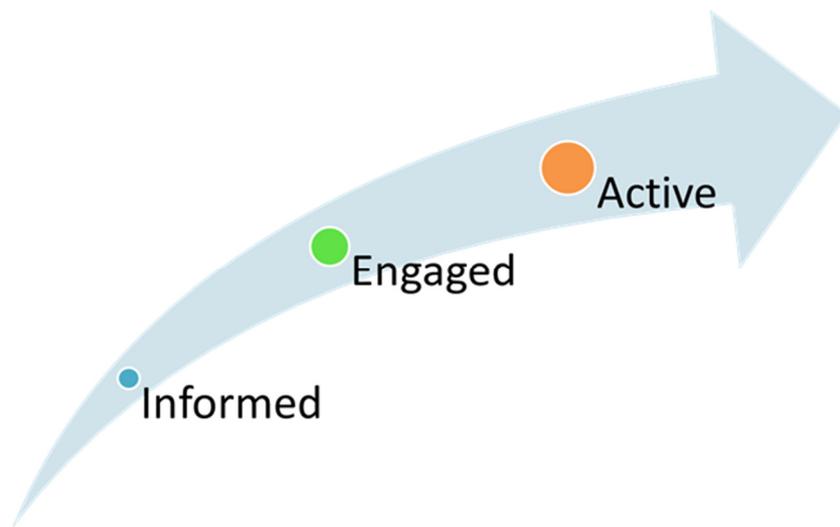


2020 Strategic Plan: Port Environment Centre



October, 2020

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Version Date: October 2020.

Preface

The future is never certain, influenced by the circumstances and situations which arise and the way we respond or initiate changes of our own. Modern challenges range from global existential risks, like climate change and pandemics, to very local issues such as reconciling with our past and building a future that unites a community of diverse backgrounds.

The environment is the basis of everything. It is vital to so many of the things that affect human existence and survival. It is enmeshed as part of society and the economy, as evidenced by the way people have drawn strength from connecting with nature during the recent lockdown. Healthy local environments contribute to regional, national and global scenarios. A clear argument exists regarding the need for 'environment centres' to help inform decisions and actions that will shape the future.

Our sense of community and belonging, the health, strength and resources we draw from our environment, and our need to be proactive in addressing the challenges of our time, speak to the importance and urgency of the actions required. Envisaging better futures, learning new skills, developing deeper understanding, and working with others, builds the capacity and resilience of communities and engages people from across our community.

The Port Environment Centre is fortunate to build upon decades of care for the environment by individuals and local community groups, and is supported by a network that includes [Green Adelaide](#), the [City of Port Adelaide Enfield](#) and the alliance of other environment centres across regional Adelaide.

This Strategic Plan is to provide fundamental guidance and be a touchstone when navigating that uncertain future. Specific issues and priorities will change, and often quite rapidly, as communities grapple with the interplay between ever-evolving concerns and their expression at different scales.

This Plan will direct the nature of initiatives and partnerships with which the Port Environment Centre is associated, and the way in which they will be undertaken. Its application will build capacity and enable pre-emptive action to ensure the Centre is a respected contributor to a better environmental future, and enhanced community wellbeing.

The importance of the natural environment, and the strength individuals and communities draw from it, is such that many organisations, community groups, governments, and businesses are involved in enhancing environmental outcomes and achieving more sustainable lifestyles. This Plan will help the Port Environment Centre focus on what it can do best, how it can best help other like-minded interests, and how it may gain support from others for the betterment of the environment and community.

Strategic Plan

Mission Statement

The Port Environment Centre is a community driven organisation and a 'gathering place'. The Centre supports the community in valuing, caring for, learning about and enjoying the natural coastal, marine and estuarine environment, and in living sustainably. The Centre has a focus on environmental sustainability in general, and coast and marine issues in particular.

The Port Environment Centre (PEC) helps individuals and groups be **informed, engaged** and **active** in achieving a better environmental future, and enhanced community wellbeing.

It builds the capacity of local communities to better manage their natural and urban environments, and live more sustainably, by:

- Providing information - in person, electronically, through library references, shared experiences, and citizen science initiatives - both directly and in collaboration with other providers.
- Providing, or providing directions to, a wide range of events, workshops and activities that inform, engage and enable people, including those delivered by the Centre and/or others.
- Providing accessible premises as a meeting place and hub for environmental collaborations.

The Port Environment

The Port environment includes natural coastal, marine and estuarine environments and urban environments (including residential, industrial and commercial centres). Historic resource use and development have produced a functioning port and a still developing city juxtaposed to an important natural ecosystem. The natural environment is highly valued for its:

- Marine life and coastal/estuarine ecosystems (including a dolphin sanctuary, an international bird sanctuary, and several aquatic and conservation reserves),
- Recreational opportunities (including coastal beaches, boating, kayaking, swimming, fishing, photography and 'connecting with nature'), and
- Cultural heritage (the traditional custodians of the area, the Kurna People, are still strongly connected to their country, and the Port was crucial to European colonisation with many historic features still remaining).

Values

Decision making by the Port Environment Centre is guided by our values of:

- Ecological awareness
- Environmental sustainability
- Social justice
- Equity
- Diversity
- Reconciliation

Living Sustainably

'Living sustainably' encompasses personal and community action to limit harm to, and improve the condition of, the environment. At a local scale it includes measures such as reducing consumption, pollution and waste (or re-using and recycling), reducing greenhouse emissions (including greening initiatives), adapting to climate change and rising sea-levels, and enhancing the natural and urban environment (e.g. through revegetation, pest control, storm-water management, environmental monitoring, and restoring natural ecosystems). 'Living sustainably' is a means for individuals to link with, and help allay, global environmental risks.

Objectives

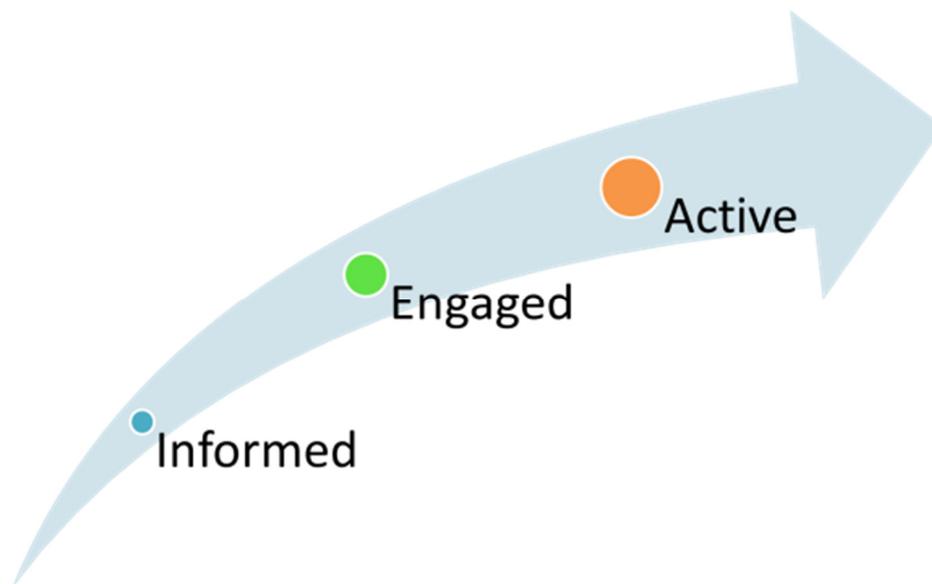
The Port Environment Centre aims to promote greater care for the environment, especially coastal and marine ecosystems, and living more sustainably. The Centre's objectives are to:

- Bring awareness and inspiration to people
- Build the capacity of people, organisations and communities
- Be a catalyst for change and increased participation in environmental initiatives

Goals

The immediate goals of the Centre in order to build community capacity to better manage natural and urban environments, and to live more sustainably, are:

- **Foundations & Operations.** To ensure the Centre's future by building firm financial, administrative and operational foundations.
- **Information & Knowledge Management.** To share information and knowledge with individuals, groups and organisations regarding the environment, coastal and marine ecosystems, sustainability, and the nature of human interaction with the environment.
- **Engagement & Collaboration.** To engage a wide cross-section of the community, build networks and collaborations, and share insights and environmental perspectives, to strengthen and enhance the range of community driven environmental initiatives.
- **Action for Change.** To stimulate more people to be involved in activities that improve the environment, and in adopting sustainable lifestyles, through individual and group endeavours.



The Port Environment Centre is a highly collaborative organisation, working with community and a multitude of partners, to inspire and enable people to care for the environment and live sustainably. The importance of the natural environment and community wellbeing is such that many organisations, community groups, governments, and businesses are involved in promoting a better future for all. The Centre brings people together and supports existing and new connections between individuals, groups and our environment.

Strategies

Foundations & Operations

- **Resources.** Ensure the future of the Centre through long-term leasing and additional funding sources.
- **Volunteers & Governance.** Develop and maintain a volunteers program to recruit, train, coordinate and retain volunteers to ensure successful centre operations and effective governance by Management Committee.
- **Partnerships.** Develop, and formalise as appropriate, partnerships regarding information and library resources, environmental and sustainability programs, and facilities and services related to the aims of the Centre.
- **Evaluation.** Develop and implement a monitoring, evaluation and reporting program to track, help steer, and publicise the achievements of the Centre.
- **Online Presence.** Develop highly effective online delivery and communication platforms.

Information & Knowledge Management

- **Information Services.** Provide access to information and resources about coastal, marine and estuarine environments, environmental issues, sustainable living, and Aboriginal People's knowledge of and connection to country.
- **Learning Opportunities.** Facilitate learning and appreciation of the environment through information sharing, story-telling, and shared experiences (including cross-cultural events).
- **Referrals.** Provide a 'signposts service' to direct people to programs, events and training offered by partner organisations.

Engagement & Collaboration

- **Meeting Place.** Promote the Centre as a gathering place and support environmental groups to use the facility for meetings and events.
- **Community Connections.** Convene events that bring people and groups together to stimulate action, enable those with environmental interests to share ideas and information, and to foster collaboration, partnerships and capacity building.
- **Communication Forums.** Provide and promote existing communication platforms (both physical and virtual) for the sharing of news and ideas between individuals and groups.

Action for Change

- **Activities Program.** Establish and manage, in association with partners, a planned program of activities aimed at involving people in actions to address environmental and sustainability issues.
- **Skill Development.** Facilitate the provision of skill development and training in practical measures to support environmental care projects and sustainable living.
- **Capacity building.** Build the capacity of individuals and organisations to foster positive environmental change through the development of personal skills (like communication and working in teams) and an understanding of government and procedural processes (e.g. through awards or mentoring programs).
- **Assistance.** Help individuals, groups and other organisations with their activities directed at outcomes shared by the Port Environment Centre, including seeking funds or sponsors, event organisation, and publicity.



Operations

Deliverables

Foundations & Operations

- Port Environment Centre with meeting rooms
- Centre Coordinator and Volunteer staff
- Memorandums of Understanding with key partners
- Monitoring, Evaluation and Reporting plan
- Effective online presence

Information & Knowledge

- Marine ecology, environment and sustainable living library, with links to other library services, including information on Aboriginal People's knowledge of and connection to country
- A 'Signposting Service' – information materials and guides (hard-copy and electronic) to relevant activities and organisations

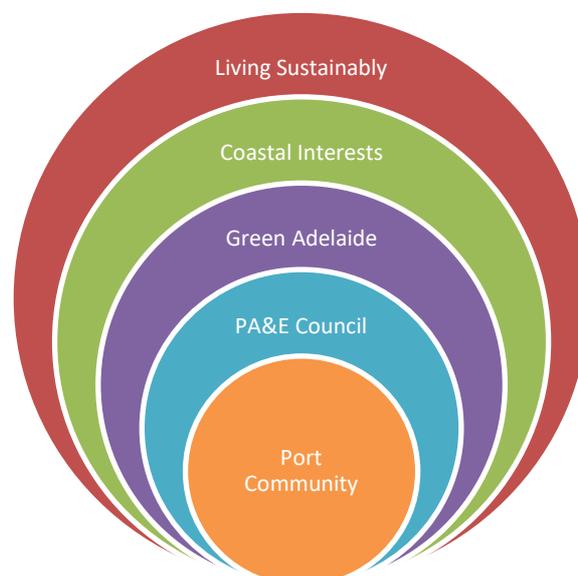
Engagement & Collaboration

- Calendar of events or forums to connect and foster collaboration between individuals and groups
- Calendar of environment group meetings
- A news and information service with products like a noticeboard (environmental) for community use and Environment Centre newsletter

Action for Change

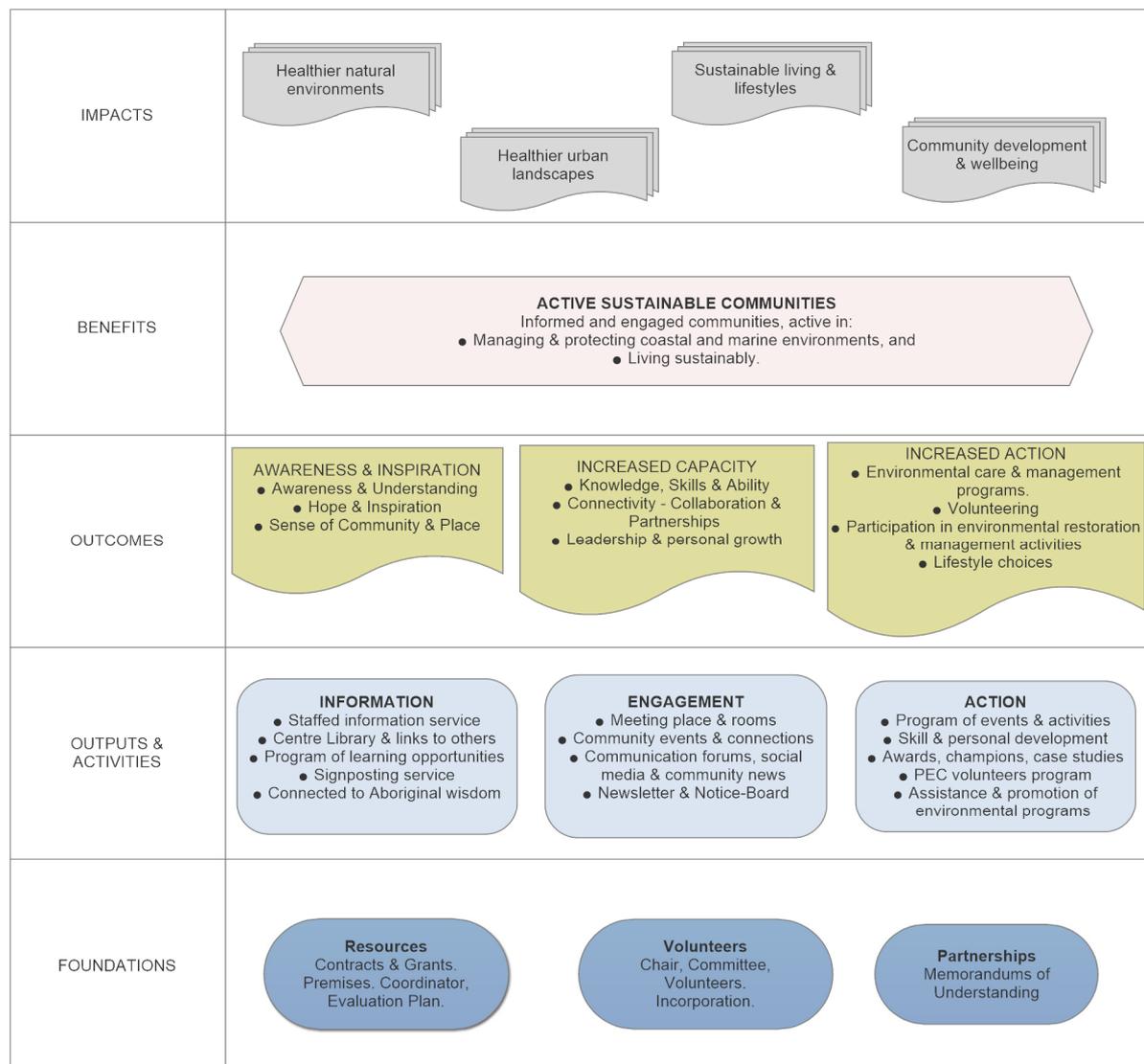
- A program of events and activities
- A doorway to personal development activities or courses
- Media releases, newsletter articles or social media posts inspiring people to get involved, work collectively, and take pride in their actions for environmental improvement

The outputs are a coherent package that responds to the needs of a number of audiences.



Program Logic

The logic underlying the Port Environment Centre's existence and operations is summarised below.



Important context to that 'story' is the Centre's style of operations:

- The Port Environment Centre is open to all sectors of the community – individuals, community groups, business, and government.
- It promotes caring for the natural (coastal, marine and estuarine) environment and urban landscapes, as well as living sustainably at the household and community level.
- It places importance on bringing people together to share ideas and build collaborations (with partners in its own operations, and between like-minded individuals, groups, businesses and organisations), as well as developing the capacity of people and organisations.

The Port Environment Centre will contribute to:

- Healthier natural environments as more people become involved in environment programs.
- Healthier urban landscapes as people work with government and business.
- Sustainable lifestyles as understanding and the range of opportunities available increases.
- Community wellbeing through a stronger connection to nature, stronger sense of place, additional capability and networks.

Performance Indicators

Performance indicators, and how they will be monitored and reported, will be documented in a Monitoring, Evaluation and Reporting Plan.

Preliminary, 'indicative' indicators are:

Foundations

- Annual Finance Report: Gross income, number of income sources & operating surplus
- New investors or sponsors
- Annual Grant reports

Outputs & Activities

- Drop-in Visitors: Number and suburb
- Library users: Number of references borrowed
- Port Environment Centre Events: Number, nature, and attendance; suburb; and new or repeat attendees
- Other groups using the Centre: Number of groups; number of events, nature, and attendance
- Community support: Number and nature of events, groups and activities that received support via the Centre
- Online metrics: Number of people visiting and engaging with the Centre online

Outcomes

- Collaborations: Partnerships, and new projects, to have developed via the Centre
- Stories of change: Case studies of the influence of Centre programs, e.g. 'People of Pt Adelaide' stories in their own words
- Media Releases & Posts: Number and nature of good news stories from PEC and partners – people recognisable to their friends and stories about the environment
- Social Media: Positive 'reviews' and interactions
- Environmental projects – Environment Centre & partners: number and nature, number of volunteers involved
- Volunteers: Number, background and suburb; nature of volunteering, volunteer hours

For more information:

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