



# Strategic Plan

2021-2023



Conservation  
Council SA



# VISION

A healthy, biologically rich and environmentally sustainable South Australia.

# OUR PURPOSE

To be the voice for the environment in South Australia.

As a community-powered organisation we stand for South Australia's environment when it's under threat, help our member groups and other nature champions, and create and tell stories about ways for people and nature to live in balance.

Together we are a force for nature.

# KEY PRINCIPLES UNDERPINNING OUR WORK

We acknowledge and recognise Aboriginal and Torres Strait Islander people as the Traditional Owners and custodians of the land and waters on which we work.

We provide value to our member groups by:

- leading and enabling the change to a sustainable future,
- building the long term capacity, health and resilience of the sector,
- acting as an effective advocate, and
- growing the community of South Australians who care about nature.

We recognise that community engagement, working in partnership and collective action effects change.

We are transparent in our work and we consult widely.

We affirm that peak bodies positively contribute to democracy and civil society and we seek to maintain productive relationships across the political spectrum.

We aim to build climate action into all our work, recognising the climate emergency we face.



# 1

## **As a peak body, maximise the strength and opportunity of a diverse and active membership base**

### **STRATEGIES**

- Build on the strength of our peak body role to influence change
- Broaden and increase our membership
- Promote our work effectively with members and increase communication built on two-way responsibility
- Support our members to do their work more effectively, including through better engagement with Traditional Owners

# 2

## **Become a more effective voice for the environment**

### **STRATEGIES**

- Develop a strong and consistent media presence focused on our overall purpose
- Maintain capacity to respond quickly to emerging threats and opportunities
- Deliver effective campaigns in partnership with our members
- Build a stronger public profile for nature and climate action

# 3

## **Increase our financial strength and independence**

### **STRATEGIES**

- Develop more discretionary funds to enable independent campaigning
- Ensure our peak body and government-facing and statutory work is funded by those who benefit from it
- Build our reserves for the future
- Develop and maintain a talented and cohesive team of staff, volunteers and collaborators





## VALUES

The spirit in which we approach our work

### GREATER PURPOSE

We strive to walk a path of wisdom, balance, integrity and shared purpose.

### STRONG & HEALTHY

We are free to choose rather than react by being financially independent and powerful.

### HOME & HUB

We are a welcoming and nurturing centre for environmental action in South Australia.

### INSPIRING PEOPLE

We attract, empower and inspire people to take action, drawing on the wisdom and expertise of our diverse member base.

### CREATIVE & DARING

We are adaptable and responsive and act with creativity, boldness, bravery and fun.