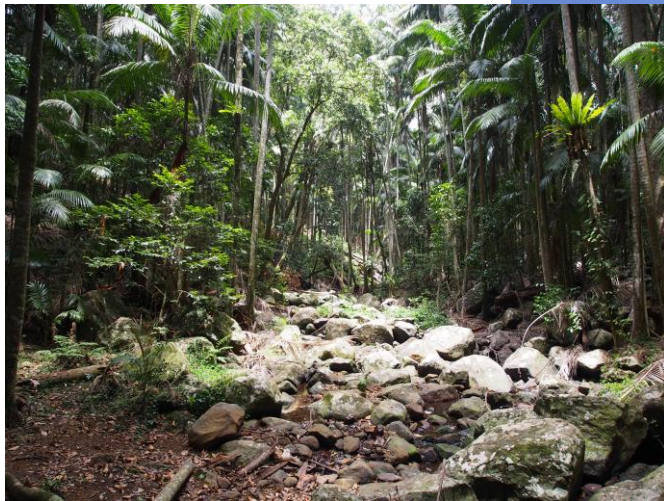




Strategic Plan 2016

"To conserve and restore our natural environment from forest to foreshore"



This strategic plan has been developed by the Brunswick Valley Landcare (BVL) committee of 2016 in order to provide guidance over the next 5 years.

1. VISION

The community engages in a healthy natural environment.

2. MISSION

To conserve and restore our natural environment from forest to foreshore.

3. INTRODUCTION

Brunswick Valley Landcare Incorporated (BVL) is a non-political, not for profit organisation that exists to help Landcare groups and landholders in Byron Shire develop projects and apply for funds to undertake protection and restoration of the natural environment and increase the viability of farming and food production.

BVL seeks to conserve and enhance the biological diversity of Byron Shire, recognising the key role agriculture plays in the local landscape and economy.

BVL provides services to members and volunteer locality groups in Byron Shire, particularly training, information distribution and public liability insurance cover. BVL also assists groups and individual members access professional environmental services. BVL helps landowners maintain an effective interface with North Coast Local Land Services (NCLLS) and other government and funding agencies.

BVL is comprised of members who pay an annual fee. Members may be individuals, organisations and government associates. A management committee elected from the general membership administers BVL.

Membership fees cover costs such as public liability insurance, bank fees, accounting and administration. By spreading these charges over the whole membership they are much more affordable for everyone.

The management committee's duties include administering funds and providing direction to BVL contractors. BVL contractors include a Landcare Support Officer, who delivers a contract of activities for North Coast Local Land Services and other funding bodies. BVL also engages a Project Officer who undertakes a range of duties.

Locality groups organise and manage their own work sites and projects under the auspices of BVL management.

BVL is focused on communicating with its members and the wider community and as such publishes a regular newsletter, maintains a website, organises regular training workshops and communicates through local and social media.

Further information on the history of BVL, current partnerships and projects can be found on the BVL website: www.brunswickvalleylandcare.org.au

4. SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<p>Committed people Range of skills and knowledge Strong community acceptance Relatively strong financial position Strong financial management Partnerships Byron Shire is an environmentally aware community BVL 'family' – good relationships within the committee and members Strong connections Land For Wildlife provision Support from Byron Shire Council</p>	<p>Decrease in funding Not fully utilising the skills of our membership Lack of time Lack of resources Too many environmental groups in the area Not enough sympathetic educators in bush regeneration</p>
OPPORTUNITIES	THREATS
<p>Local Landcare Coordinator initiative (LLCi) Partnerships Aligning strategies with partners Intrepid Landcare More sub-committees to address specific issues Potential \$'s from incoming, wealthy landowners Tourism Mentors for landowners and Landcare groups Education and training Weed information sheets covering all control methods Ways to engage people who think we are doing a good job but don't have the time to be involved.</p>	<p>Anti chemical movement Lack of understanding of natural resource management Political environmental commitment Population increase Changing demographic Climate change Tourism Habitat loss Development Changes in regulations Misinformation</p>

5. OBJECTIVES

This strategic plan sets out the objectives of BVL. By achieving these objectives, BVL will be aligned with its mission and the aspirations of its membership. These objectives will be reported on by the BVL committee at the annual general meeting.

Actions included under each objective are the tasks that need to be undertaken by BVL (committee, employees, contractors and members) in order to achieve the organisation's objectives. Actions will be reviewed regularly.

BVL's objectives are:

1. To service the needs of the BVL membership,
2. To implement projects addressing priority natural resource management issues,
3. To maintain the BVL membership,
4. To communicate and educate – community capacity building in natural resource management,
5. To foster community partnerships.

OBJECTIVE 1: TO SERVICE THE NEEDS OF THE BVL MEMBERSHIP	
AIMS	ACTIONS
<ul style="list-style-type: none"> • Assist members and groups apply for funds and manage grants. 	<ul style="list-style-type: none"> • BVL will maintain a Landcare Support Officer contract with NCLLS to assist members with grant applications, funding sources and opportunities, education and training. • BVL will engage a Project Officer to assist members and locality groups manage specific projects.
<ul style="list-style-type: none"> • Ensure appropriate financial management and record-keeping for BVL, and for all locality groups. 	<ul style="list-style-type: none"> • BVL will engage a professional bookkeeper and auditor as required to provide financial accountability.

<ul style="list-style-type: none"> • Ensure that BVL meets legal, OH&S, local council & contractual requirements with regards to works that it oversees and / or is responsible for. 	<ul style="list-style-type: none"> • Maintain annual insurance cover for groups and members. • Ensure the Project Officer maintains a register of endorsed local bush regenerators who meet Byron Shire Council, OH&S requirements, and any specific contractual requirements.
<ul style="list-style-type: none"> • Ensure an active and viable management committee. 	<ul style="list-style-type: none"> • BVL will maintain a management committee as specified in the constitution.

OBJECTIVE 2: TO IMPLEMENT PROJECTS ADDRESSING PRIORITY NATURAL RESOURCE MANAGEMENT ISSUES

AIMS	ACTIONS
<p>BVL will work to address:</p> <ul style="list-style-type: none"> • loss and fragmentation of native vegetation, • weed invasion, • feral animal impacts on native species, • water quality and aquatic ecosystem health, • viability and sustainability of local agriculture, • community knowledge and capacity to manage natural resources, 	<p>BVL will:</p> <ul style="list-style-type: none"> • provide training workshops and field days, • share information through the media and social media, • apply for grants and funding that reflect BVL’s mission, • work with natural resource management bodies and aligned community organisations to identify and fund work to increase natural assets • work within the current and relevant local plans of management, • liaise with the relevant Local Aboriginal Land Council as appropriate

OBJECTIVE 3: MAINTENANCE OF MEMBERSHIP	
AIMS	ACTIONS
<ul style="list-style-type: none"> • New members are attracted to BVL and existing members renew their membership, • Well-organised membership records are maintained, • Membership base is maintained at a minimum of 100 members, • Locality groups will be encouraged to ensure their regular and active volunteers become BVL members, • Members' skills are recognised and utilised. 	<ul style="list-style-type: none"> • BVL will maintain and support the position of Membership Secretary, who will maintain current records as per auditing and taxation requirements, • The Membership Secretary will circulate an updated list of the BVL Membership as required or on request by the Management Committee, • The Membership Secretary will notify the Management Committee if membership numbers fall below 100 members, • The Management Committee will review the adequacy of membership fees at least once per year, • The Management Committee, Landcare Support Officer and Project Officer, at their discretion, will from time to time encourage participation of members, • Activities are widely advertised.

OBJECTIVE 4: COMMUNICATION AND EDUCATION – COMMUNITY CAPACITY BUILDING IN NATURAL RESOURCE MANAGEMENT	
AIMS	ACTIONS
<ul style="list-style-type: none"> • BVL will provide its members and the wider community with, and direct them to, knowledge to inform and inspire best practice natural resource management. • BVL will seek feedback from members and participants in BVL activities. 	<ul style="list-style-type: none"> • BVL will: <ul style="list-style-type: none"> – publish a regular newsletter, – maintain a website and social media presence, – organise regular training workshops and field days, – communicate through the local media. • Members and participants will be canvassed for their ideas and suggestions as suitable opportunities arise.

OBJECTIVE 5: COMMUNITY PARTNERSHIPS	
AIMS	ACTIONS
<p>BVL will create and maintain partnerships that will grow community capacity in natural resource management.</p>	<ul style="list-style-type: none"> • BVL will engage and work with: <ul style="list-style-type: none"> – Byron Shire Council, – North Coast Local Land Services, – Federal and State Government agencies, – other Landcare groups, – community groups, – schools, – landowners, – businesses. • Agencies involved with and / or partnered with BVL will be invited to BVL organised activities, • BVL information (e.g. the newsletter) will be sent to representatives of these groups, • Where possible BVL representatives or committee members will attend special events when invited, • BVL will collaborate with relevant organisations to further common objectives.