

## **COOLUM DISTRICT COAST CARE GROUP STRATEGIC PLAN 2014-2016**

### **Vision**

Preservation of the unique biological diversity of the Sunshine Coast with help of the community and governing bodies.

### **Mission**

To protect and preserve the natural values of the coastal area between Maroochy River and the northern Sunshine Coast Council boundary.

To encourage preservation of the area's biodiversity.

To encourage active participation of the community, corporations and governing bodies to achieve our aim.

### **CDCCG Values:**

1. Wonderment and Learning
2. Natural Environment
3. Community
4. Doing and Practical
5. Having Fun

**Key Result Area 1:** Coastal Preservation and Restoration

**Key Result Area 2:** Education and Engagement

**Key Result Area 3:** Coolum Community Native Nursery

**Key Result Area 4:** Marine Conservation

**Key Result Area 5:** Targeted Projects

**Key Result Area 6:** Emerging Biodiversity Issues

**Key Result Area 7:** Management and Membership

**Key Result Area 1: Coastal Preservation and Restoration**

<b>OBJECTIVE</b> <i>What are we seeking to achieve?</i>	<b>STRATEGIES</b> <i>What interventions will be used to achieve the objective?</i>	<b>OUTCOME INDICATORS</b> <i>How we will measure the extent to which the objective has been achieved?</i>	<b>MEASURING THE INDICATORS</b> <i>What instruments/tools will be used to measure the outcome indicators?</i>	<b>WHO</b> <i>Institutions/organisations involved</i>	<b>Timeline</b>
<b>Restoration and preservation of the coastal bushland within the Coolum district.</b>	<ol style="list-style-type: none"> <li>Continue weekly working groups weeding and planting.</li> <li>Identify and publicize local ecosystem types, health and function, and CDCCG efforts to conserve them.</li> <li>Engage the community through excursions and workshops.</li> <li>Map and monitor flora and fauna.</li> <li>Partner with appropriate government agencies to enhance conservation efforts.</li> <li>Encourage use of greater diversity of plant species in regeneration activities.</li> <li>Create awareness of the need for dunal protection through improved signage and fencing.</li> </ol>	<ol style="list-style-type: none"> <li>The increased resilience and biodiversity of the dunes; pest threat reduction.</li> <li>Media coverage of CDCCG events.</li> <li>Volunteer numbers and community engagement.</li> <li>Audits of nesting boxes, turtle nesting and stranding data collection, Richmond Birdwing vine plantings and corridor mapping.</li> <li>Increased cooperation with government and the community in coastal management and conservation.</li> <li>Increased diversity of coastal plant species.</li> <li>Level of foot traffic on dunes. Amount of fencing installed and signs in place.</li> </ol>	<ol style="list-style-type: none"> <li>Biodiversity assessment. Management Plans in partnership with SCC. Volunteer timesheets.</li> <li>Documented media exposure.</li> <li>Increased volunteer hours and community interaction.</li> <li>Flora and fauna surveys, nestbox audit results, Birdwing vine records.</li> <li>Annual Volunteer Survey (AVS) to assess awareness, capabilities, level of interaction with outside organisations.</li> <li>Number and diversity of species grown in CCNN and used in revegetation plantings.</li> <li>Photographic records of increased density of frontal dune vegetation.</li> </ol>	<p>CDCCG/ SCC</p> <p>CDCCG</p> <p>CDCCG/ SCC</p> <p>CDCCG/ SCC/ EHP</p> <p>CDCCG</p> <p>CDCCG/ CCNN</p> <p>CDCCG/ SCC</p>	<p>Ongoing, annual review</p> <p>Ongoing, annual review</p> <p>Ongoing, annual review</p> <p>Annual surveys</p> <p>Ongoing, annual review</p> <p>Annual review</p> <p>Annual review</p>

**Key Result Area 2: Education and Engagement (including CDCCG members)**

<b>OBJECTIVE</b> <i>What are we seeking to achieve?</i>	<b>STRATEGIES</b> <i>What interventions will be used to achieve the objective?</i>	<b>OUTCOME INDICATORS</b> <i>How we will measure the extent to which the objective has been achieved?</i>	<b>MEASURING THE INDICATORS</b> <i>What instruments/tools will be used to measure the outcome indicators?</i>	<b>WHO Institutions involved</b>	<b>Timeline</b>
<b>Increase member knowledge of biodiversity and coastal conservation management</b>  <b>Increase community knowledge of the local environment and its needs</b>	1. Promote community education through participation in events and forums.	1. Ongoing CDCCG and community participation in conferences and community forums addressing biodiversity.	1. Continued increase in volunteer numbers, encompassing the many aspects of CDCCG.	CDCCG	Ongoing, bi-annual review
	2. Promote community (including corporate business group and school) visits and involvement in CDCCG sites and activities.	2. Level of engagement with schools, community and business groups.	2. Number of groups and participants in workshops and forums from CDCCG membership and the community.	CDCCG	Ongoing, annual review
	3. Establish partnerships with educational institutions and community groups for involvement in community conservation programs.	3. Number of partnered activities.	3. Feedback from members and community via survey.	CDCCG	Ongoing, annual review
	4. Initiate programs and invite participation with the local indigenous community, recognising their links with the environment.	4. Increased dialogue and knowledge sharing between CDCCG and Traditional Owners.	4. Indigenous inclusion in CDCCG membership and coastal conservation events.	CDCCG/ SEQ Catchments/ SCC/Bunya Bunya Corp. CDCCG	Ongoing, annual review
	5. Host workshops, working bees and information sessions about local natural resources.	5. Number and participation in workshops, working bees and information sessions about local natural resources.	5. Numbers of workshops and attendees, hits on Facebook page and website.	CDCCG	Ongoing, annual review
	6. Undertake awareness campaigns through printed and digital media promoting the value of coastal environment.	6. Media coverage, membership engagement.	6. Numbers of articles in the print media and hits on digital media.	CDCCG	Ongoing, annual review
	7. Using creativity in education about the environment.	7. Engaging with local artists on collaborative projects.	7. Number of collaborative projects and success of projects.	CDCCG	Ongoing, annual review

**Key Result Area 3: Coolum Community Native Nursery**

<b>OBJECTIVE</b> <i>What are we seeking to achieve?</i>	<b>STRATEGIES</b> <i>What interventions will be used to achieve the objective?</i>	<b>OUTCOME INDICATORS</b> <i>How we will measure the extent to which the objective has been achieved?</i>	<b>MEASURING THE INDICATORS</b> <i>What instruments/tools will be used to measure the outcome indicators?</i>	<b>WHO Institutions involved</b>	<b>Timeline</b>
<b>Availability of high quality local provenance plant species for the area in partnership with Maroochy Waterwatch</b>  <b>Community recognition of the value of native plants &amp; importance of CCNN to the Coolum District</b>	<ol style="list-style-type: none"> <li>Continue to run a self-sustaining not-for-profit community nursery providing a diverse range of local native plant species.</li> <li>Ensure quality and capacity of nursery staff and volunteers.</li> <li>Provide members with an alternative activity and education platform.</li> <li>Increase community awareness of nursery and plant stock.</li> <li>Promote the use of local native plants in the home garden, development sites, revegetation projects and on public land.</li> <li>Nursery history compiled and promoted in social media.</li> <li>Promotion of use of native plants online and in the media.</li> </ol>	<ol style="list-style-type: none"> <li>Quality of plant stock and demand for our products.</li> <li>Performance management checks for nursery staff and nursery.</li> <li>Quality of volunteer training and social activities, retention rates of volunteer base.</li> <li>Workshops and plant promotion: Garden Expo stall, web-site and media stories.</li> <li>Diverse range of nursery clients.</li> <li>Nursery history records and u-tube available online and understood by nursery volunteers and the community.</li> <li>Newspaper stories promoting community involvement in the nursery.</li> </ol>	<ol style="list-style-type: none"> <li>Nursery industry accreditation, diversity of species.</li> <li>Monthly management meetings and yearly steering committee meetings with reports.</li> <li>Number of trainees, volunteers engaging with the nursery.</li> <li>Sales and response at such events; numbers of school groups and community members engaging with the nursery.</li> <li>Levels of plant sales both retail and wholesale.</li> <li>Availability of printed and media materials about the nursery history.</li> <li>The level of media coverage.</li> </ol>	CDCCG/ MWW/ Sekisui House CCNN/ CDCCG/ MWW  CDCCG/ MWW CCNN CDCCG  CCNN volunteers/ manager CCNN  CCNN manager, committee	<ol style="list-style-type: none"> <li>Ongoing, annual review</li> <li>Ongoing, annual review</li> <li>Ongoing, annual review</li> <li>Ongoing, annual review</li> <li>Monthly and annual reviews</li> <li>Monthly and annual reviews</li> <li>Ongoing, annual review</li> </ol>



**Key Result Area 5: Targeted Projects**

<b>OBJECTIVE</b> <i>What are we seeking to achieve?</i>	<b>STRATEGIES</b> <i>What interventions will be used to achieve the objective?</i>	<b>OUTCOME INDICATORS</b> <i>How we will measure the extent to which the objective has been achieved?</i>	<b>MEASURING THE INDICATORS</b> <i>What instruments/tools will be used to measure the outcome indicators?</i>	<b>WHO Institutions involved</b>	<b>Timeline</b>
<b>Engage community, industry and government agencies in protecting and conserving the biodiversity from the Maroochy River North Shore to the northern Sunshine Coast Council Boundary and beyond as required</b>	1. Continue fauna and invasive species monitoring and control by partnering with SCC and supporting other NRM groups in the area to get positive NRM outcomes.	1. The increased resilience and biodiversity of the dunes, heathlands and rainforest in the Coolum District.	1. Regular fauna surveys in the areas that CDCCG works.	CDCCG /SCC	Ongoing, annual review
	2. Partner with SCC/QPWS for fox monitoring and control.	2. The improvement of habitat through fox and Indian Myna reduction and removal.	2. Number of fox sightings/ active dens reported and Indian Myna.	CDCCG/ SCC/ QPWS	Ongoing, annual review
	3. Extend funding opportunities for the construction, installation and auditing of additional nesting boxes.	3. Nesting boxes installed/ replaced as necessary and audited.	3. Surveys to determine occupancy rates of nesting boxes.	CDCCG/ SCC/TMR	Ongoing, annual review
	4. Continue working in partnership with community groups, SCC and TMR to maintain and improve the biodiversity of the CRRAG "Site" through the Deed of Agreement.	4. Progress ongoing works through CfoC and partner funding.	4. Quarterly progress reports.	CDCCG	Ongoing
	5. Identify and undertake projects as required.	5. Completion of projects.	5. Successful completion of projects and acquittal of funding grants on time and on budget.	CDCCG/ SCC/ TMR	Annual review

**Key Result Area 6: Emerging Biodiversity Issues**

<b>OBJECTIVE</b> <i>What are we seeking to achieve?</i>	<b>STRATEGIES</b> <i>What interventions will be used to achieve the objective?</i>	<b>OUTCOME INDICATORS</b> <i>How we will measure the extent to which the objective has been achieved?</i>	<b>MEASURING THE INDICATORS</b> <i>What instruments/tools will be used to measure the outcome indicators?</i>	<b>WHO</b> <i>Institutions involved</i>	<b>Timeline</b>
<b>Identify and responsibly advocate for resolution of threats (both natural and human-induced) to Coolum District's natural biodiversity values</b>	<ol style="list-style-type: none"> <li>1. Maintain a watching brief and proactively identify issues or proposals that CDCCG deems may adversely impact on Coolum District's biodiversity/natural values.</li> <li>2. Make submissions to appropriate authorities and/or the media on emerging issues, with respect to conservation and the natural values of the coastal area, either singly or in partnership with other like-minded organizations where appropriate.</li> <li>3. Ensure that advocacy is underpinned by objective and factual local and regional biodiversity/natural values information and evidence.</li> <li>4. Encourage the enlargement of Coolum District's protected area estate (state, regional and local significance); support and promote maintenance and enhancement of vegetated linkages ("green corridors") between these through statutory land use planning and mechanisms such as Land for Wildlife.</li> </ol>	<ol style="list-style-type: none"> <li>1. Reports on/ discussion of issues at monthly management meetings.</li> <li>2. Amount of advocacy undertaken with authorities or proponents.</li> <li>3. Collation of relevant local and regional reference material and level of use in submissions.</li> <li>4. Advocacy opportunities identified and undertaken promoting biodiversity protection through expanded and linked reserves.</li> </ol>	<ol style="list-style-type: none"> <li>1. Number and timeliness of response/discussion of emerging issues.</li> <li>2. Number/percentage of submissions to governing bodies and media interviews/ publications.</li> <li>3. Percentage of submissions receiving positive feedback.</li> <li>4. Number of opportunities identified compared with number undertaken and the positive outcomes from the negotiations.</li> </ol>	<p>CDCCG</p> <p>CDCCG/ EHP/ SCC</p> <p>CDCCG</p> <p>CDCCG</p>	<p>Ongoing, annual review</p> <p>Ongoing, annual review</p> <p>Ongoing, annual review</p> <p>Ongoing, annual review</p>

**Key Result Area 7: Membership and management of CDCCG**

<b>OBJECTIVE</b> <i>What are we seeking to achieve?</i>	<b>STRATEGIES</b> <i>What interventions will be used to achieve the objective?</i>	<b>OUTCOME INDICATORS</b> <i>How we will measure the extent to which the objective has been achieved?</i>	<b>MEASURING THE INDICATORS</b> <i>What instruments/tools will be used to measure the outcome indicators?</i>	<b>WHO Institutions involved</b>	<b>Timeline</b>
<b>Build sustainability and capacity of CDCCG to achieve the strategic plan</b>  <b>Maintain financial accountability and stability</b>  <b>Develop the membership base</b>	1. Continue to grow and provide new skills and training to our volunteer base.	1. The increased capacity of members to support coastal management and conservation initiatives.	1. Number of volunteers attending conference, workshop and training events and their feedback.	CDCCG/ SCC	Ongoing, annual review.
	2. Encourage and foster leadership within the management and other sub groups.	2. Expanding numbers in organisational leadership and development of a leadership succession plan.	2. Increased level of members involvement in management plans.	CDCCG/ SCC/ EHP/ QPWS	Ongoing annual review.
	3. Undertake strategic planning and systems improvements with action plans addressing communication, memberships and governance arrangements.	3. Policies and procedures in place for organisational governance.	3. Strategic Plan and Action Plan reviewed annually and rewritten triennially.	CDCCG	Ongoing, annual review
	4. Ensure appropriate financial systems are in place.	4. Compliance with governance and regulatory requirements for non for profit organisations including systems to co-ordinate and inform about acquittals and other date reminders.	4. Annual audits, timely receipt /payment of accounts/timely funding acquittal and record keeping.	CDCCG	Ongoing, annual review
	5. Maintain appropriate administration and managerial functions.	5. Website and Facebook page regularly updated with protocols developed and a system in place to manage them. Blue cards, projects sheets and other information about projects updated and available. Membership numbers, member hours recorded.	5. Design and use of membership database in statistical format that is simple to input and access.  Design and use of project sheets in a simple format.  Membership enquires through web site, face book and media reports.	CDCCG	Ongoing annual review
	6. Increased interaction and engagement with Traditional Owners.	6. Participation rate of Traditional Owners within the organisation.	6. Number of active indigenous members.	CDCCG	Ongoing annual review