

Permaculture Australia

Strategic Plan

This Strategic Plan is intended to frame the directions and actions of the organisation from 2017-2021. It was substantially reviewed in 2018 (see history later in this document) and will be reviewed annually prior to the AGM to track progress and to set goals for the year based on the financial plan/budget.

Vision

A diverse, resilient and thriving world grounded in care for the earth, each other and the future of all.

Mission statement

Support, promote and advocate for permaculture ideas, solutions and strategies.

Ethics

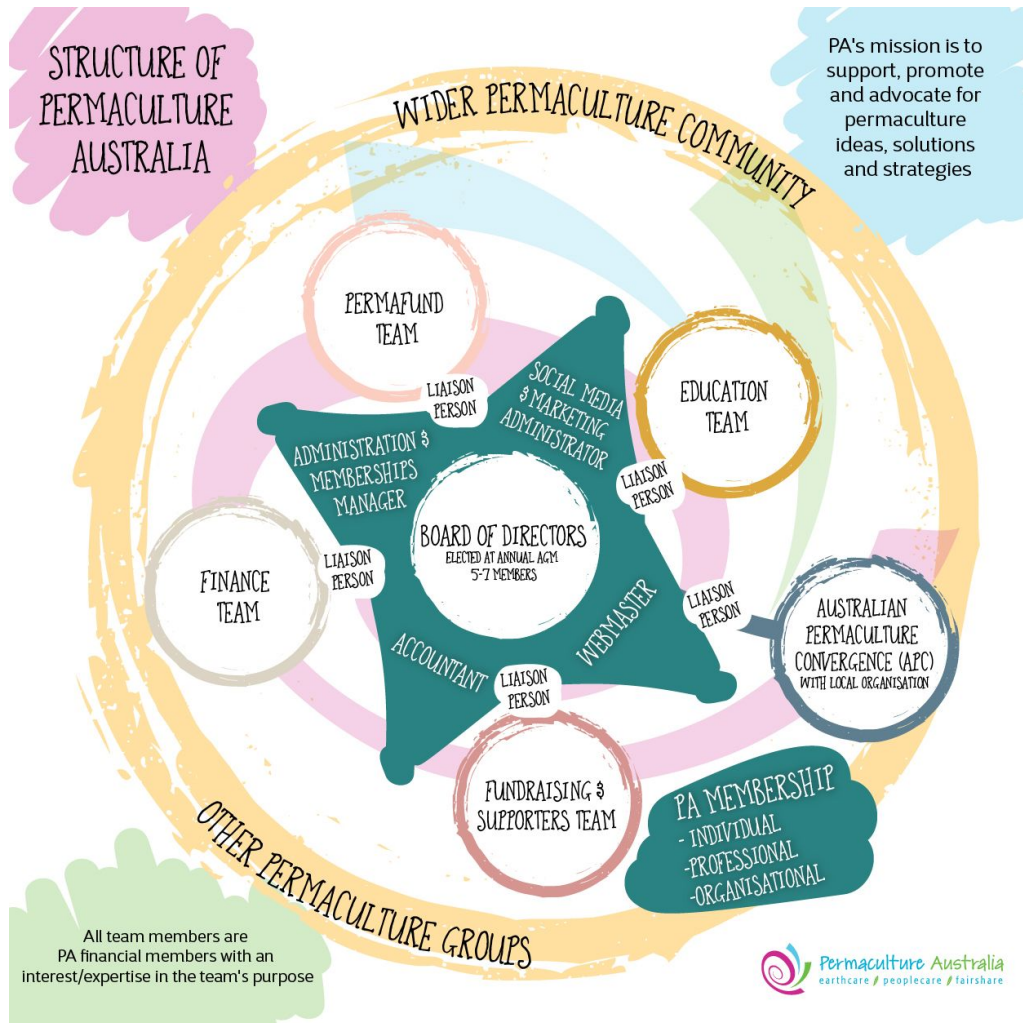
Permaculture Australia is committed to the ethics of permaculture:

- Earth Care
- People Care
- Fair Share

Key Directions

1. Expand the membership base
2. Support and liaise between members
3. Administer and promote the Permafund
4. Support and develop permaculture education offerings and services
5. Support and encourage professional development in the permaculture community
6. Support the organisation of the Australian Permaculture Convergence (APC) in partnership with local organising committees
7. Enhance and improve financial viability through fundraising initiatives
8. Develop and maintain links with like-minded organisations
9. Advocate for permaculture solutions

Organisational Structure



Organisational Values

- ✓ respect
- ✓ transparency
- ✓ accountability
- ✓ honesty
- ✓ integrity
- ✓ inclusivity
- ✓ diversity

Goals for 2019 - 2020 (to be reviewed prior to 2020 AGM)

- ✓ Increase PA membership in all categories
- ✓ Maintain and improve fundraising initiatives to support PA operations
- ✓ Develop a business case for a PA website redesign
- ✓ Develop a marketing strategy and style guide
- ✓ Formulate and implement strategies to encourage APT take-up with RTOs and schools
- ✓ Complete and market the PA Assessment Guides
- ✓ Increase the number of donors and yearly donation amount to Permafund
- ✓ Increase the visibility of Permafund's work by linking Permafund with the overall PA marketing plan, and increasing our presence on social media and external events
- ✓ Work with key supporters and partners to increase the visibility of permaculture solutions nationally

The Board has worked with the Teams to set these goals in train and many are well underway. We look forward to reporting the detail to our members at the 2020 AGM.

Appendix: History of this Strategic Plan 2017-2021

The first strategic plan was developed by the 2016-17 Board and ratified at the 2017 AGM. In October 2017 minor revisions were made.

This current draft version includes substantial revisions made by the 2018 Board in December 2018 which aim to simplify and clarify the vision and scope of PA. It also includes Operational Targets for the organisation for the 2019-2020 year. A timeline and gantt chart are in development.

Permaculture Australia Board of Directors 2016-2017

Kym Blechynden, Megan Cooke, Robyn Francis, Annaliese Hordern, Mike Haydon, Richard Pang, Virginia Solomon

Permaculture Australia Board of Directors 2017-2018

Kym Blechynden, Steve Burns, Robyn Francis, Dylan Graves, Ronni Martin, Eric Smith, Virginia Solomon

Permaculture Australia Board of Directors 2018-19

Cally Brennan, Keri Chiveralls, Dylan Graves, Wendy Marchment, Ronni Martin, Virginia Solomon

Permaculture Australia Board of Directors 2019-2020

Kym Blechynden, Cally Brennan, Ian Lillington, Wendy Marchment, Virginia Solomon