



STRATEGIC PLAN

2024-2026

Our Mission

To represent, educate, connect and empower people & organisations, with permaculture-informed responses to local and global threats to planetary boundaries, and their social consequences.

WHAT DO WE DO?

We work to make permaculture more diverse, resilient, and accessible

- Support
- Promote
- Educate
- Fund
- Advocate
- Connect
- Administer
- Represent

WHAT DO WE CREATE?

Resources and networks

- An informative, engaging, useful & inspiring website
- Newsletters and media
- Resources for teachers and students
- Micro-grants
- In-person permaculture experiences
- Social & professional permaculture networks
- Thoughtful position and policy papers.

WHO IS OUR AUDIENCE?

Everyone interested in Permaculture

- People concerned about planetary futures
- Young people
- Activists looking for positive solutions
- Local/State/Federal government & international bodies (ie. UN IPCC/FAO)
- Students & Teachers
- Global South practitioners

HOW DO WE MAKE A DIFFERENCE?

We help the philosophy and practice of permaculture continue to evolve

- Host and promote productive conversations
- Policy & political advocacy
- Education
- On-the-ground projects & events
- Funding/grants
- Disseminate ideas & experience

Our Aims

Governance

Permaculture Australia's internal governance and decision making structures are functional, sustainable, and aligned with our values and purpose.

Finances

Permaculture Australia has a strong capacity to raise funds to support its purpose, and clear, fair, compliant, transparent, and enthusiastically supported systems for budgeting and managing its money.

Members

Permaculture Australia provides such good value to its members that practically every permaculture graduate, organisation and regional group in Australia is a member.

Culture

Permaculture Australia is and is seen by the general public as a peak organisation, representing the wider permaculture movement and as such, it holds and promotes a consistent set of values and standards.

Our Strategy

Or, how we will get there

- We will continue recognising, and mobilizing, the people within the Permaculture Australia network who are willing to volunteer their time, skills and their rich and deep expertise.
- We will roll out a sociocratic governance structure based on Circles, each with its own domain of operation, as the social permaculture design best able to direct the energy of volunteers to its highest purpose.
- We will support volunteers with a small team of paid contract staff – a Business Manager (5 hrs/wk), a Media and Membership Manager (8 hrs/wk), and an Accountant (1 hr/wk).



General Circle/PA Board

Co-ordination and consistency node.

We will continue to:

- Develop overall strategic goals.
- Ensure transparency & coordination between Circles, in line with Sociocracy.
- Receive reports from Circles, respond and support.
- Ensure permaculture ethics are applied across the organisation.
- Ensure resources are allocated appropriately within the organisation.
- Ensure a positive and supportive culture and environment is maintained.

We will work towards:

2024 2025 FY

- Developing standard operating procedures and policies to allow organisational memory including finance, HR, governance, support for Circles,
- Develop efficient and reliable systems including operational hierarchies (rather than governance hierarchies)
- Design and conduct a survey of members

2025 2026 FY

- Sociocracy rolled out

Finance & compliance Circle

Keeps the organisation as a whole informed about its financial resources & compliance responsibilities

We will continue to:

- Work to ensure that PA is a transparent, financially viable and DGR compliant organisation.

We will work towards:

2024 2025 FY

- Source values aligned funding
- Identify projects and funding opportunities for grants
- Assist the treasurer with staying up to date with compliance and financial reporting requirements
- Assist the treasurer to produce financial reports for each board meeting and the AGM

2025 - 2026 FY

- Create clearly documented finance and compliance systems

Membership and Media Circle

Led by & connects people working to make visible all those quietly practicing permaculture out there in the world

We will continue to:

- Network members with two-way communication about what's happening in the organisation & movement, via face to face events, video, stories, surveys, social media.
- Provide value to members through website
- Provide & promote benefits to members
- Liaise with regional organisations & manage the biennial APC.
- Advertise and promote right livelihoods
- Recognise, celebrate, and provide professional acknowledgement through APC Awards

We will work towards:

- 2024 2025 FY**
- Increase membership base by 100%
 - Pilot online professional development courses
 - Investigate if PA can provide members with professional indemnity Insurance / event insurance

2025 2026 FY

- Website directory of courses with capacity for students' reviews
- Website that helps students select suitable courses

Permafund Circle

People entrusted by the organisation as a whole to be responsible for allocation, management, acquittal and future support of DGR donations directed to the Small Grants Round.

We will continue to:

- Operate a fair and transparent grant allocation systems
- Liaise with Compliance to maintain DGR status.
- Liaise with Membership & Media for publicising projects and attracting donations.
- Follow up and develop relationships with grant recipients, and document and share their success stories.

We will work towards:

2024-2025 FY

Increase donations, grants and funding

2025 - 2026 FY

Increase donations, grants and funding

R&D and Advocacy Circle

Led by and connects people working in advocating permaculture practices

We will work towards:

2024 2025 FY

- Establish circle

2025 2026 FY

- Research evidence-based permaculture practices, and work to embed them in national, state and local political decision making (eg. forest, water, climate policy, urban planning, First Nations, immigration, marginal communities, etc.)
- Promote PA to potential philanthropic and funding bodies
- Collect and analyse data, ground truth theories.
- Makes case studies available to scientific, academic/research communities & PA members.

APT/VET Circle

Led by and networks people working in the area of integrating permaculture into mainstream, publicly funded education systems, including VET in schools and VET in higher education.

We will continue to:

- Maintain permaculture presence and representation on VET advisory and Training Package development bodies.
- Develop resources for permaculture teaching within the VET system

We will work towards:

2024 - 2025 FY

- Put out a broad call for evidence needed to submit a Workforce Development Plan funding application
- Establish group or forum to engage wider community working in the APT/VET sector
- Develop contacts for RTO's who may be interested in hosting Cert IV TAE for Permaculture teachers
- Support the formation of a School education (NESA) Circle

2025 - 2026 FY

- Develop VET Training and assessment resources (ideally by administering contracts using funding obtained for the purpose)
- Source funding for paid VET Coordinator

PDC and Non-formal Education Circle

Led by and connects people working on standards, student expectations, curriculum & delivery of PDCs, Intro to PC, Teacher Training & related courses, both face to face and online.

We will work towards:

2024 - 2025 FY

- Support the non-formal permaculture education sector
- Create resources to support best practice for teachers
- Help students have clear expectations for permaculture education
- Liaise with Membership and Media Circle to provide content and work collectively on professional development courses.

2025-2026 FY

- Provide information to students to help them find and evaluate course offerings

JEDIA Circle (Justice, Equity, Diversity, Inclusion, Access)

Led by & connects people working on making permaculture a diverse, inclusive, evolving & responsive movement.

We will work towards:

2024 - 2025 FY

- Establish the JEDIA circle including people skilled in sociocracy facilitation, community governance & conflict resolution.
- Support Circles in setting cultural expectations in working together.
- Establish cultural safety + support of First Nations people and projects

2025 - 2026 FY

- Policy document integrates, respects & acknowledges First Nations knowledge & processes and articulate what JEDIA means within permaculture
- Form Partnerships and alliances with organisations aligned with our values
 - Recognise discrimination & non-inclusivity and seek to remedy through restorative practices.



Permaculture Australia
earthcare 🌱 peoplecare 🌱 fairshare

This plan is a work-in-progress. Your input is invited.

It has been developed by the 2023-24 Board over a series of workshops, using formal analysis of the 2023 APC community consultation, analysis of member surveys conducted in past years, strategic plans developed by past Boards, conversations and feedback from current Circle and Team members, review and integration of member feedback in emails and website and social media comments, and advice from members with expertise in not-for-profit and peak organisation strategic plans.

Thank you to Jacqui Besgrove of Wollongong Permaculture and COO at Pocket City Farms for expert advice, facilitation and support in crystalising something out of this huge amount of material.

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Thank you to the 2023-24 Board members who dedicated so many long days to this process.

Thank you to all the very many Permaculture Australia members who provided input.

The Plan for 2024-25 includes a new survey of members, which will inform its next iteration, in time for the 2025 AGM.

Meanwhile though, you are very warmly invited to select a Circle and come on in.