

Strategic Plan 2019 - 2024

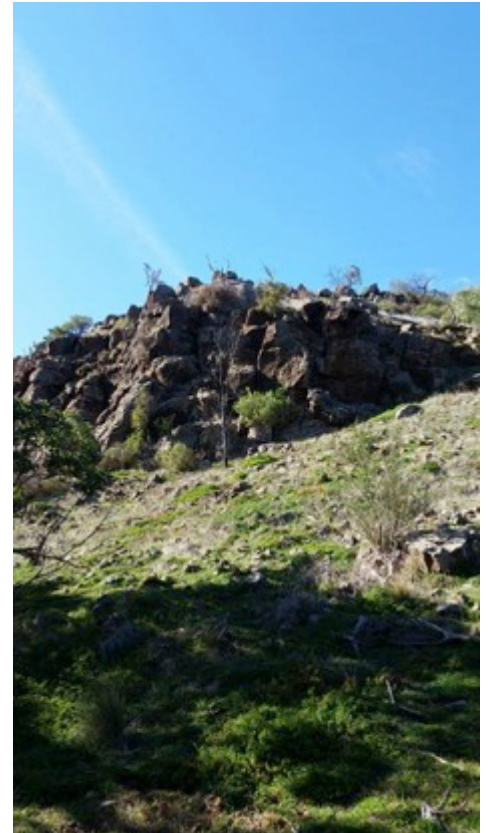


OUR VISION 2019-24

A healthy Werribee River and catchment waterways by 2070, giving life to a modern, sustainable and culturally rich community

ACKNOWLEDGEMENT OF COUNTRY

Werribee River Association staff and board acknowledge and respect the traditional custodians of the land and waterways upon which this strategic plan will be delivered. We acknowledge and respect the deep connection Indigenous Australians have to the earth.



OUR MISION 2019 – 24

To create our own place from which we will engage closely with all communities to protect and respect our waterways and to love native wildlife and habitat.

OBJECTIVE
ONE

Community

2019 - 2024



Develop ways in which the community can contribute to the care and protection of the River Catchment and waterways

Find our own place – an office and education space where we can be more visible and accessible within the community.

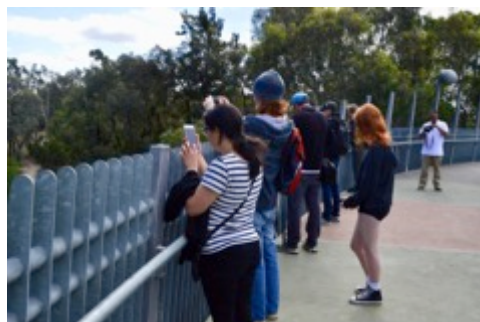
Continue to lead and support activities to engage with the community about our waterways.

Continue to engage people through science programs (in existing and new initiatives) in the areas of water quality, litter, flora and fauna.

Increase our organisation's membership and provide increased volunteering opportunities for the community to support waterways.

Improve how we reach and engage with people through an improved social media profile.

Celebrate our wins in our programs and congratulate our people through entries into local, state & national awards.



OBJECTIVE

TWO

Education

2019 - 2024

Champion environmental education and awareness about waterways including threats to their well-being and seek opportunities for enhanced protection

Carry out our programs and education activities at a number of locations to broaden our reach and effectiveness.

Target schools, other education groups and community organisations and measure our impact.

Improve how we engage with people to inform and educate about the river and its issues.

Keep up with technology and social media to ensure we're utilising the best tools we can.

Continue to expand our climate change education program.

Enhance our existing collaboration with tertiary education to accommodate student placements and research on waterway health.





Ensure our governance model is the best it can be.

Attract and retain skilled committee members and other valuable volunteers to lead our organisation well.

Set roles and areas of responsibility for each committee member to lead.

Manage the sustainably by seeking a broad funding base.

Employ skilful professionals in program delivery and organisational management.

Maintain an efficient database of our membership, volunteers and supporters.

Pursue the development of a Reconciliation Action Plan (RAP) for our organisation.



Build on and develop new strategic partnerships which assist the river

OBJECTIVE
FOUR

Partnerships

2019 - 2024

We want to continue to work with and further strengthen strategic partnerships with major stakeholders.

Develop relationships with Traditional Owner groups and the local Aboriginal and Torres Strait Islander Community.

Continue with the 'Pride in the Werribee River' program to attract corporate and individual membership.

Build relationships with community groups and organisations by offering support and auspicing other services.

Continue nurturing relationships with businesses in the west of Melbourne.

Further strengthen relationships with regional Waterkeeper groups.



OBJECTIVE
FIVE

Science

2019 - 2024

To ensure we use sound science in the strategies we pursue, activities we participate in, and our engagement with others

Develop science expertise to better inform the work we do to protect our river catchment.

Use scientific understanding to guide our planning and advocacy work.

Research current and future challenges to the health of

waterways to support our decision making and development of our future programs.

Share our scientific knowledge with our stakeholders.

Include local knowledge in our plans and strategies.





WERRIBEE RIVER ASSOCIATION



*Environmental Justice Australia Rivers of the West
Award 2018*

Environment Victoria Platypus Alliance Award 2018

Manager Love Our Street 3029 & 3030

Manager Beach Patrol 3030

Friends of Werribee River Park

Friends of Cobbledicks Ford

Our waterways need law reform #riversofthewest

Please connect with us



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Environment,
Land, Water
and Planning

