

Setting meaningful goals (strategic actions or objectives)

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Networking for the Environment event

26 October 2017

Some principles

- Carefully and collectively agree what the group wants to achieve, and why
- A group **purpose** focuses the intention of the group
- A group **culture/values** is about how we are going to work together
- A group **vision** provides ongoing inspiration
- If a group develops a strategy properly, people commit to it wholeheartedly and the strategy stays 'alive'

Characteristics of effective groups

The art of facilitation, Dale Hunter

- Purpose
- Culture or values
- Vision
- **Clarity**
- **Projects**
- **Identity**
- **Communication**
- **Learning**
- **Acknowledgement**
- **Celebration**

Tips for developing a strategy

- If a group develops a strategy properly, people commit to it wholeheartedly and the strategy stays 'alive'
- Facilitator?
- Write it down
- Review regularly
- Keep records – activities

“Developing a strategy and committing to it engages people in stimulating creative thinking.”

Wayne Cartwright, Professor of Strategic Management at the University of Auckland. Speaker at Strengthening Communities Hui 2017.

Strategic Planning ~ Visual-Connect Method©

6 Review & Refine



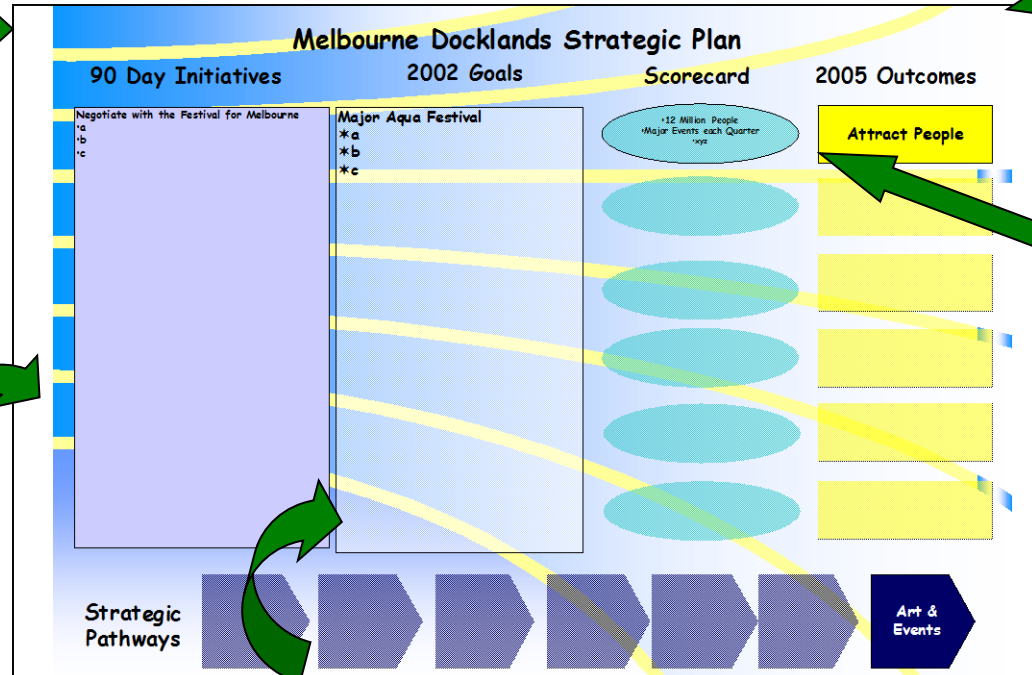
The planning process is Action Learning based. Regular reviews keep the process on track.

5 Action

Negotiate with the Festival for Melbourne

Using the Strategies these are the short term tasks and initiatives needed to be acted on to achieve the Mid-Term Goals

- Works back from the future
- Structured and rigorous process resulting in a single sheet
- Leads to high ownership and understanding
- Everyone is able to "tell the tribe's story"



4 Mid Term Goals

Major Aqua Festival

The Outcomes are broken down into Mid-Term Goals that are a realistic "Base Camp".

1 Outcomes

Attract People

This is the Destination. It is the desired result of when someone else utilises your output as their Input

2 Scorecard

12 Million People
Major Events each Quarter
Annual Aqua Festival

This lets you know how you are tracking. Typically it is 3 to 5 tangible, verifiable measurements

3 Strategic Pathways

Art & Events

These are the pathways that if the organisation focuses on will achieve the Outcomes

Networking for the Environment

26 October 2017

The importance of having clear objectives and goals

Chrissie Williams

Avon Heathcote Estuary Ihutai Trust





The Avon Heathcote Estuary Ihutai Trust

- 1998 community workshop
 - Developed vision
- Trust formed in 2002
 - Constitution/Trust deed
- Ihutai Management Plans 2004
- Ihutai Management Plans 2013

Vision

Communities working together for:

Clean water

Open space

Safe recreation

Healthy Ecosystems

That we can all enjoy and respect

Toi tu te taonga a iwi

Toi tu te taonga a Tane

Toi tu te taonga a Tangaroa

Toi tu te iwi



A vertical photograph on the left side of the slide shows a coastal landscape. In the foreground, a black and white bird with a long orange beak stands in shallow water. The background features a wide expanse of water, a distant shoreline with some buildings, and a blue sky with light clouds.

Constitution - Objects of the Trust

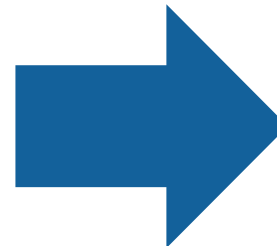
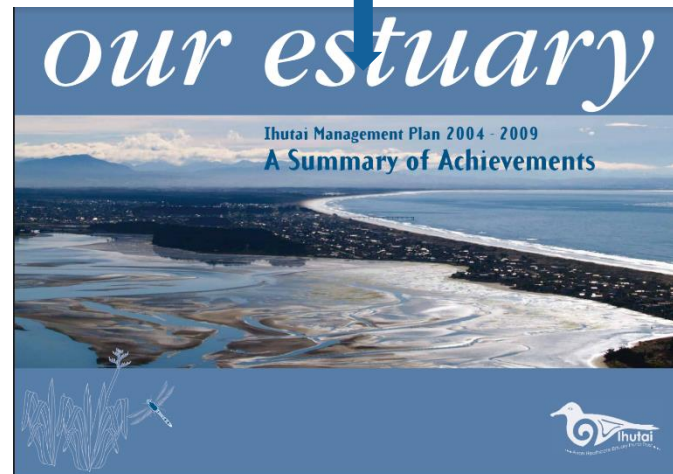
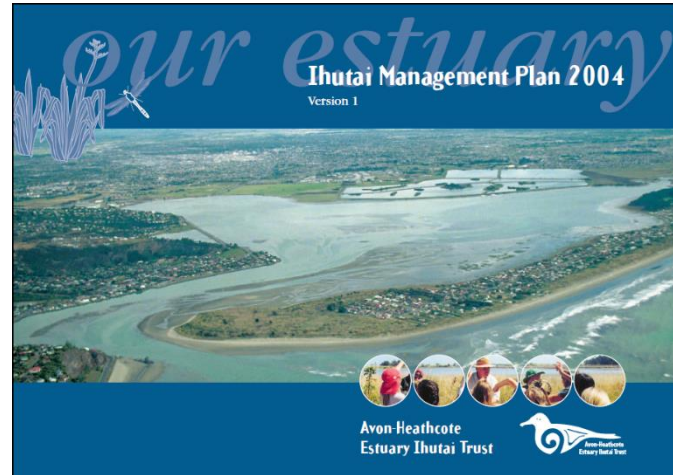
1. To pursue for the Avon-Heathcote Estuary Ihutai (“the Estuary”) the **preservation of its natural and historic resources** to maintain their intrinsic values and the protection of these resources, including restoration and enhancement, for their appreciation and recreational enjoyment, by present and future generations.
2. To **achieve a healthy working ecosystem for the Estuary** and its catchments through “Integrated Environmental Management”, meaning a systematic effort to understand, through interactive interpretation and analysis, the linkages between ecosystems, resources and people.
3. To **involve individuals, community groups and statutory agencies in learning and practising the principles of integrated environmental management** so that all parties responsible for the management of the Estuary and its resources apply these principles.



Constitution - Objects of the Trust

4. To acquire, publish and use information and knowledge of the Estuary **through research and monitoring, public education, contributing to planning**, and any other actions that are necessary for the integrated environmental management of the Estuary, its resources and its catchments.
5. To **increase public recognition, understanding and appreciation of the qualities and values of the Estuary.**
6. To **strengthen relationships between mana whenua, communities, interest groups and statutory agencies** for the better management of the Estuary and its resources.

Ihutai Management Plans – 2004 and 2013





Objectives of the Ihutai Management Plan 2013

- Confirm the values of the Avon Heathcote Estuary/Ihutai
- Endorse a community vision for the Estuary
- Highlight issues relevant for the management of the Estuary
- Grow the relationship with Ngāi Tahu that acknowledges recognises Ngāi Tahu's relationship with Te Ihutai
- Establish an Action Plan from which decisions for the sustainable management of the Estuary are made, including policy development, projects or future investment.

Ihutai Management Plans 2013

5 goals

GOAL 1: Communities Working Together for Better Management of the Estuary

GOAL 2: Promoting Clean Water

GOAL 3: The Estuary and its Surrounds Supports Healthy Ecosystems

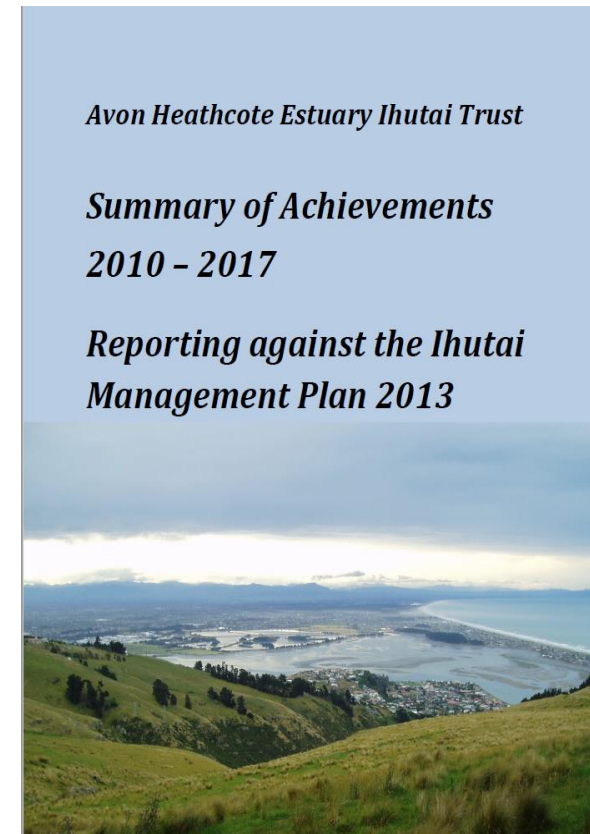
GOAL 4: Wise Management of Open Space,

GOAL 5: Safe and Balanced Recreation.

39 Actions



Ihutai Management Plans 2013



Projects and Activities

- Public meetings
- Restoration projects
- Education and Publicity
- Advocacy
- Research
- Healthy Estuary and Rivers of the City
 - water quality and ecosystem health monitoring programme





Why its important to have clear objectives and goals

- Clear purpose for Trust and Trust board members
- Helps to define core business and set priorities
- Helps funders and other supported understand your purpose
- Distinguishes you from other groups

Thank you and next steps

- Groups prepare strategic action plans in different ways and call them different things but the basic principles are the same
- Examples from some of the groups in this room will be provided electronically
- Thank you for providing your examples 😊