

connect  
act  
transform  
enable

# EcoCentre Strategic Plan

## Monitoring and Evaluation Framework

### 2018-2021



## outcome one: connect

People are more connected with, value and interact with their local ecosystems.

Indicator	Target	Baseline	Data Collection	How we'll report
Participants report increased knowledge and awareness of local ecosystems	80% participants report increased knowledge and awareness of local ecosystem	To be determined in 2018	Participant evaluation at end of each activity	Program Reports to funders, Annual Report, and January Executive Report
Participants plan to spend more time in nature as a result of their EcoCentre experience	50% of participants plan to spend more time in nature	To be determined in 2018	Participant evaluation at end of each activity	Program Reports to funders, Annual Report, and January Executive Report
Participants have a greater connection to their local environment	50% of participants feel a greater connection, At least 4 Stories of Change	To be determined in 2018	Sample survey, Story of Change interviews	Program Reports to funders, Annual Report, and January Executive Report

## outcome two: act

Individuals and groups take action that protects and restores their environment.

Increased environmental volunteer numbers and hours through the EcoCentre	Increase volunteer hours by 10% per annum	11,000 in 2016-17	Volunteer sign-in sheets and Project Reports	Program Reports to funders, Annual Report and January Executive Report
Increase in the number and the types of actions completed by EcoCentre participants and partners, as individuals and groups	5% increase in actions per year total across all types	Examples for 2016-17: 98 nest boxes built and installed, 850 indigenous plants installed, 3 gardens built, 360 citizen science activities conducted, 20 School Environment Management Plans progressed	Collated from end of Project Reports	Program Reports to funders, Annual Report, and January Executive Report
Participants have made and sustained changes in their lives and communities to protect and/or restore the environment	75% of participants made a change, 33% have sustained a change, At least 4 Stories of Change case studies	To be determined in 2018	Sample survey, Story of Change interviews	Program Reports to funders, Annual Report and January Executive Report

## outcome three: transform

Our partnerships and networks influence positive systemic environmental changes.

Indicator	Target	Baseline	Data Collection	How we'll report
Maintain the number of members, partnerships, research programs and participation in networks.	Sustain 79 prime partnerships	79 in 2018 <sup>1</sup>	Project reports and Memorandums of Understanding	Annual Report
	Sustain 5 research projects	5 in 2018 <sup>2</sup>		
	Sustain participation in 10 networks	10 in 2018 <sup>3</sup>		
	Grow membership by 10% per year	67 in 2017-2018		
Maintain number of submissions advising on policy, legislation and regulation across all levels of government.	10 per year for local government	12 in 2017-18	Collated and described in monthly Executive Report	Annual Report
	6 per year for State or Commonwealth	8 in 2017-18		
Partnerships have achieved progress towards positive, systemic environmental changes.	At least 2 Stories of Change case studies	To be determined in 2018	Partnership interviews	Annual Report

## outcome four: enable

The EcoCentre is an efficient and effective, forward thinking organisation with an excellent reputation.

Maintained high levels of satisfaction with funders, government agencies, project partners and Affiliates.	90% of stakeholders report high level of satisfaction with the quality and conduct of our work	100% in 2018 <sup>4</sup>	Stakeholder annual digital survey (anonymous), Year 3: partner and funder interviews	Annual Report
Agreed financial surplus achieved annually	To be determined annually by the Committee	To be determined in 2018	Annual Budget and Auditor's Report	Monthly Treasurer reports, Annual Report
Redevelopment strategy is progressing against milestones	90% of milestones met per strategy	To be determined in 2018	Strategy tracker document	Executive Reports to Committee

<sup>1</sup> Per Worcester Polytechnic Institute 2018 report, regular and deep categories | <sup>2</sup> Clean Bay Blueprint, Sunscreen and Bay Marine Life, live mollusc and shell surveys, beach profiling, Tawny Frogmouth mapping | <sup>3</sup> Teachers' Environment Network, ResourceSmart Schools Consortium, Environmental Education Victoria, Victorian Litter Action Alliance, Waterkeeper Alliance, MWRRG Waste Educator Network, Port Phillip Sustainable City Community Action Forum, Nairn Catchments Network, Elster Creek Forum, Bayside Environmental Friends Network | <sup>4</sup> Worcester Polytechnic Institute 2018 consultation and digital survey





The EcoCentre develops community-wide understanding of the Port Phillip Bay environment. We deliver specialist education, science-based research and community action projects. This work stimulates people to connect with their local habitats, to protect the environment and to influence decision-makers, so all life can flourish. We are a hub that links people and organisations. Our programs include teaching in schools, running seminars and excursions, conducting research and implementing on-ground activities.

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Email [info@ecocentre.com](mailto:info@ecocentre.com) to find out more about our team and our initiatives.

55A Blessington St, St Kilda, (Melbourne)  
VIC 3182, Australia

P: 03 9534 0670



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