

Peel-Harvey Catchment Council Strategic Directions 2014-24

Our Vision for the Peel-Harvey Catchment

The Peel-Harvey catchment is once again a flourishing network of interconnected, productive landscapes, with diverse, healthy and resilient ecosystems, globally and locally recognised, acknowledged and embraced for its environmental significance. It is wisely managed by a community that values it – *people working together for a healthy environment.*

People Working Together for a Healthy Environment



Our Mission as the Peel-Harvey Catchment Council

We are key agents for change towards a healthier Peel-Harvey catchment. As environmental stewards we will encourage and enable effective catchment management to create a healthier natural environment in the Peel-Harvey by:

- Building community education and capacity
- Influencing and leading critical thought and environmental pride
- Exemplifying and implementing best practice

From the Chair

From small beginnings we have become the bridging organisation between community and governments in natural resource management in the Peel-Harvey. Projects worth millions of dollars have been delivered and raised awareness of environmental issues. We will continue to accept responsibility as the peak environmental group in the Peel Region by promoting good management of our natural resources with the aim of protecting our soils, rivers, estuary and wetlands, Ramsar assets and biodiversity as well as helping to build local capacity to do this.

We are now a Natural Resource Management Region, with the extra responsibilities that brings, but also with some funding to enable us to increase our capacity and better deliver our vision.

We have secured a Senior Scientist position to assist us with this and we have a well-equipped new office which is easily absorbing our increasing staff numbers.

Having successfully followed the path of our strategic planning so far, our regional status, with its new responsibilities, require a few changes, which are reflected in this document.

We still have landscape issues to deal with – we still need landscape scale solutions. Our Strategic Directions has been prepared to guide us through to 2024 in our efforts to reach our vision for our Binjareb Boodja country.



Jan Star, AM

Our Principles and Values

Values that guide the interpersonal behaviour of all our people

- Respect
- Trust
- Courage
- Open communication
- Reflective practice
- Integrity

Principles that guide the professional practice of all our people

- Commitment to excellence
- Evidence-based decision-making
- Involving the most appropriate people with the best knowledge and experience when setting priorities
- Demonstrating credibility
- Accountability and transparency

Principles that guide our catchment management practitioners

- Ecologically sustainable development
- Protecting the social, cultural and economic values inherent in our natural assets
- Treating the cause
- Subsidiarity
- Partnering with people across all sectors of the community

Goal 1: Governing, Leading and Managing the Peel-Harvey Catchment Council

By 2016, the PHCC will be united under a clear and agreed direction, with excellent governance, highly effective management, inspiring leadership and a flexible organisational culture.



Goal 2: Securing our Future

By 2024, PHCC will be operating under a robust business model and strategy that acknowledges uncertainty and builds resilience, ensuring a sustainable future.



Our Directions

Purpose for 2014-16: Governance, Leadership & Management

To systemise our governance, leadership and management practice so that it serves the needs of our people, embeds continuous improvement and enables us to perform at our best.

Key achievements planned

- Commence operations as an NRM Region on July 1, 2014
- Review and implement Board Structure as an Independent Region
- Review membership options and constitutional reform to support new structure
- Implement priority recommendations identified in the Governance Audit (May 2014) including enacting key governance and organisational policies

Purpose for 2014-16: PHCC Business Model

Review the PHCC Business Model to incorporate our shift to Regional status, and continue to develop alternative revenue streams to achieve financial resilience.

Key achievements planned

- Endorsement and execution of revised PHCC Business Model
- Identify and develop new business opportunities

Purpose for 2014-16: PHCC Workforce Plan

To secure PHCC's base workforce capacity and operate effective premises.

Key achievements planned

- Endorsement and execution of PHCC's 5 Year Workforce Plan that reflects new commitments as an independent NRM Region



Goal 3: Influencing key decision-makers for better catchment governance

By 2024, the issues, challenges and developments of the Peel-Harvey Catchment will be truly understood, intelligently considered, adequately prioritised and appropriately supported by all key decisions makers. Decision-making and policy development will reflect a robust and enduring commitment to the health of the Peel-Harvey catchment, enshrined in a formal governance framework for the catchment that has the environmental health and protection of the catchment at its core.

Purpose for 2014-16: Shaping the Political Environment

To establish a rolling annual program of strategic engagement of the key NRM decision-makers that takes advantage of established networks and scheduled activities, identifies new and emerging opportunities for engagement, and ultimately shapes the political environment in favour of the Peel-Harvey Catchment and the Peel-Harvey Catchment Council.

Key achievements planned

- Prepare and communicate a community-owned Regional NRM Strategy and Investment Plan
- Maintain representation and influence of strategic planning processes (eg Peel-Harvey Estuary Management Committee and Strategic Assessment of the Perth and Peel Regions) to embed sound catchment management
- Engagement with key stakeholders, decision-makers and elected representatives with strong advocacy and ambassadorship by all PHCC members on a consistent basis (restoration of the Peel-Harvey as a priority)



Goal 4: Facilitating collaborative adaptive management

By 2024, catchment management in the Peel-Harvey will be generated through decisions that come from adaptive management models that are firmly grounded in contemporary evidence-based practice and good science. As standard practice, decision makers and practitioners at all levels will be applying evidence-based knowledge to protect the environmental health of the catchment.

Goal 5: Delivering quality environmental outcomes

By 2024, the PHCC will be widely recognised, valued and sought after, as a key agent in facilitating and coordinating the delivery of projects that protect and restore the catchment's highest priority environmental assets. Successful partnerships at all levels will have resulted in a suite of celebrated projects that demonstrate the Peel-Harvey Catchment Council's ability to deliver quality environmental outcomes.

Purpose for 2014-16: Science Leadership

To provide scientific leadership to inform the scientific, political and local community about the state of the Peel-Harvey catchment, with a view to fostering adaptive management and encouraging greater protection and investment, based on the scientific evidence.

Key achievements planned

- Senior Scientist appointed
- Review and update the Peel-Harvey Science Strategy
- Annual Report Cards generated and communicated through Strategic Communications Plan

Purpose for 2014-24: Peel Waterways Institute

To successfully influence a collaborative approach to managing the waterways through the establishment of the Peel Waterways Institute.

Key achievements planned

- Establishment of the Peel Waterways Institute by 2024



Purpose for 2014-16: On-Ground Project Portfolio

To have an up-to-date NRM Strategy (Binjareb Boodja Landscapes 2025) that provides a framework for a portfolio of on-ground projects targeted to address major environmental issues for the protection of the highest priority environmental assets of the catchment, and that capitalise on the strengths and capabilities of the Peel-Harvey Catchment Council team and their partners.

Key achievements planned

- Prepare and implement a community-owned Regional NRM Strategy and Investment Plan
- Funding secured for priority projects, with project execution underway

Goal 6: Engaging and enabling individuals and communities*

By 2024, every corner of the Peel-Harvey catchment will be humming with the activity of people who are passionate about the environmental health of the catchment and committed to genuine and effective action on the ground. The PHCC will have empowered the community to be effective catchment managers and instilled in them the confidence and courage to be champions for their environment.

Purpose for 2014-16: Local Community Engagement & Capacity Building

To connect with individuals and local community groups to improve skills in catchment management and increase participation in natural resource management.

Key achievements planned

- Prepare and implement a communication, engagement and participation plan
- Prepare a NRM Plan for the Hotham and Williams catchments
- Strengthen landcare networks throughout the Catchment

Purpose for 2014-16: Local Government and Industry Engagement

To develop new and enhance existing relationships with Local Government and Industry throughout the Catchment to provide support and direction, attract greater investment to deliver quality environmental projects to meet mutual objectives, and embed environmental protection into decision making processes.

Key achievements planned

- Continue PHCC representation on the Peel Regional Leaders Forum
- Continue to work with Local Government and Industry to increase engagement and capacity in natural resource management
- Develop new icon projects with local government and industry

***Note:** the term community is used in the broadest sense. We include all individuals and groups who have a 'stake' in the catchment, including all levels of government, businesses, industries, NGOs, Aboriginals, land owners, residents, community groups, media, etc. Where individual and local community groups are the focus the term 'local community' is used. Where government and industry are discussed separately, they are referred to as Government and Industry.

