



Special article on HOPE Inc.'s Strategic Plan 2024-29

Written by Anna Kula-Kaczmarek, HOPE President

In the Annual General Meeting held in December of 2024 the HOPE Inc Management Committee finalized our 2024-29 Strategic Plan (the Strategy). The Strategy sets out our vision, mission, focus areas and direction of our work over the next five years. This was written in consultation with our volunteers and management committee, guided by [the HOPE Charter](#) and the United Nations Sustainable Development Goals ([UN SDGs](#)).

HOPE Inc. is founded on the **vision** of a society which is sustainable and just ecologically, economically and socially.

Our **mission** is to encourage individuals and their communities to “Think Globally – Act Locally”, to take an active role in protecting and enhancing the environment today, both locally and globally. HOPE will continue to support and advocate for research-based solutions, sustainable funding and better environmental protection policies and legislation across all levels of government.

Our **values** are to encourage fellow citizens to think about the environment as a whole while acting locally in our own communities and supporting policy that is effective and meaningful.

The organization's **goals** over the years have remained largely the same. These are to continue to raise awareness of, and encourage active participation in, waste minimisation and the conservation of energy and resources- individually, locally, nationally and internationally.

We believe that this can be achieved through the following actions:

- using as little energy and resources as possible
- creating minimal pollution, both directly and indirectly
- choosing reusable, renewable, natural and local products
- supporting and promoting ‘best practice’ natural resource management and Landcare activities.

HOPE promotes (through its collaboration with partner organisations, communication and projects) the use of existing materials, technology and community networks as well as creating, discussing and celebrating lifestyles which reduce consumption and improve quality of life.



Ecology Audit

How environmentally friendly are you?

A questionnaire booklet for primary school students



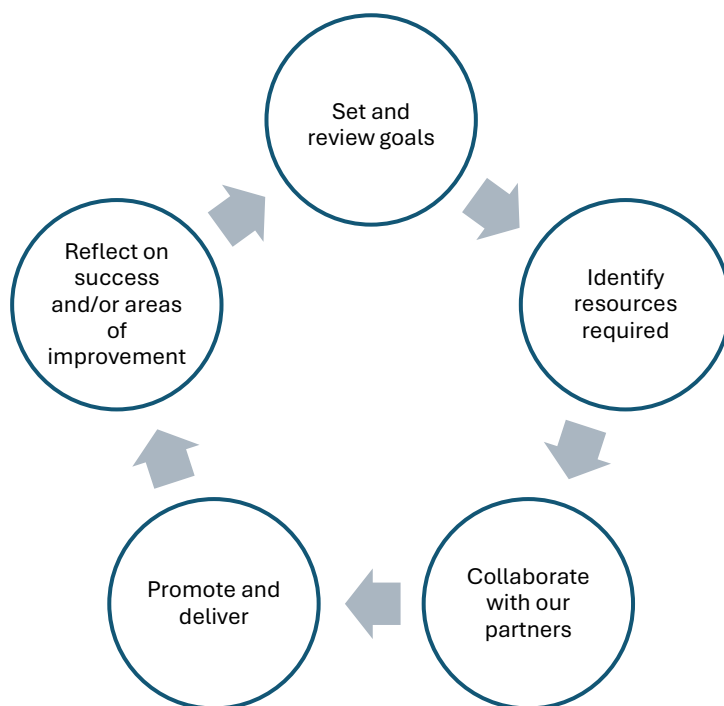
There are many individuals, communities, organisations and government agencies that share our concern for the environment and its preservation. Each contribute to differently to the vision of a sustainable and just society. We believe that **our role** in this is to:

1. raise awareness by providing people with information – letting people know about current environmental issues;
2. educate – provide solutions on ways that we can tackle environmental issues; and
3. show – how easily it can be done.

HOPE advocates for responsible stewardship of the environment and supports adopting sustainable long-term solutions to the manifold environmental problems facing humanity. Examples of long-term sustainable solutions are exemplified in the [UN SDGs](#).

A strategic meeting held in 2019 identified a set of factors required for the long-term success of the organisation. These activities will ensure that our organisation is equipped to continue our work and activities in a way that is sustainable.

- adequate resourcing by exploring means of attracting sponsors, ethical funding and project grants
- continued community and agency support through networking and collaboration
- effective communication strategies, reviewing the effectiveness of our outreach on digital platforms
- advocacy of meaningful environmental legislation and policies at local, state and national level
- effective promotion of activities; and
- effective time management strategies, delegating roles among volunteers.



These activities are largely undertaken by our office volunteers which includes researchers, social media volunteers, our newsletter editor, the office manager and management committee to ensure the smooth running of HOPE behind the scenes.

Figure 1 Factors for long-term success

Strategic Plan 2024-29

Householders' Options to Protect the Environment (HOPE) Inc.



Think Globally, Act Locally

INTRODUCTION

Our Vision
Householders' Options to Protect the Environment (HOPE) Inc. is founded on the vision of a society which is sustainable and just ecologically, economically and socially.

Our Mission:
Is to encourage individuals and their communities to "Think Globally - Act Locally", to take an active role in protecting and enhancing the environment today, both locally and globally. HOPE will continue to support and advocate for research-based solutions, sustainable funding and better environmental protection policies and legislation across all levels of government.

Our Values
HOPE encourages fellow citizens to think about the environment as a whole while acting locally in our own communities and supporting policy that is effective and meaningful.

OUR ROLE

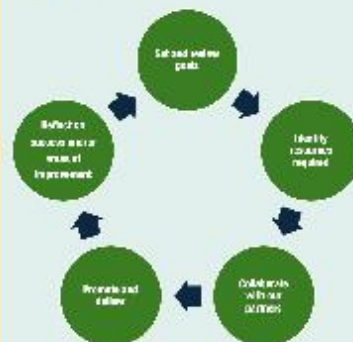


OUR GOALS

To continue to raise awareness and encourage active participation waste minimisation and the conservation of energy and resources- Individually, locally, nationally and internationally.

This can be achieved by:

- Using as little energy and resources as possible
- Creating minimal pollution, both directly and indirectly
- Choosing reusable, renewable, natural and local products
- Supporting and promoting 'best practice' natural resource management and Landcare activities.



HOPE promotes using existing materials, technology and community networks as well as creating, discussing and celebrating lifestyles which reduce consumption and improve quality of life.



FOCUS AREA FOR 2024-29

- Deforestation and fragmentation
- Land and soil erosion
- Climate change
- Government decisions regarding environment and relevant legislation
- Water security and contamination
- Animal welfare and extinction
- Pollution - water, air and land
- Pest plants and animals

FACTORS FOR LONG TERM SUCCESS

1. Adequate Resourcing
 - Attracting sponsors
 - Seeking ethical funding and Grants
2. Community & Agency Support via Networking and collaboration
3. Effective Communication & Time Management Strategies
 - By improving digital outreach
 - Developing and delegating volunteer tasks
4. Environmental Advocacy & Activity Promotions
 - Promoting local, state, and National policies
 - Implementing promotional strategies

COMMUNICATION STRATEGY

HOPE communicates with members and supporters via:

- Website - www.hopeaustralia.org.au
- Social media
- Facebook
- Twitter
- Instagram
- E:News bulletin (monthly)
- Ordinary Meetings (quarterly)
- Email - regular updates

Outreach activities include setting up information displays at local and regional community events, providing guest speakers for community organisations and organising workshops / seminars on sustainability topics.

Figure 2. Infographic by Nancy Maria, HOPE Researcher

A survey was sent out to HOPE members at the end of 2021 via email asking members to feedback on areas and topics they felt HOPE should focus on. After following up we received a total of 20 responses highlighting a wide range of issues. These were consolidated under the eight general headings listed in Figure 3 below.

What	How	Who
Deforestation and fragmentation	Support and promote partner projects	Landcare and community groups
Land and soil erosion	Support and promote partner projects, raise awareness of local and national issues	HOPE, partners and alliances
Climate change	Raise awareness, promote the work, research and issues raised by our partners and alliances via HOPE communication channels and newsletters	HOPE, partners and alliances
Govt decisions on environment and related legislation	<ul style="list-style-type: none"> Support and promote petitions for meaningful change. Facilitate a participative and interactive forum for marginalised perspectives. Raise public awareness on the need for govt legislation/ support for long term change. 	HOPE social media, email communication and newsletters
Water security and contamination	Raise awareness, work, research and issues raised by our partners and alliances via HOPE communication channels	HOPE, partners and alliances
Animal welfare and extinction	Promote the work and issues raised by our partners and alliances	HOPE, partners and alliances
Water, air, land pollution	Raise awareness, work, research and issues raised by our partners and alliances via HOPE communication channels	HOPE, partners and alliances
Pest plants and animals	Continue hosting and attending forums on weeds and pests	USQ, community forums

Figure 3. 2024-29 Key Focus Areas

These eight categories form HOPE's key focus areas which we will focus our efforts on over the next five years.

A draft 'tracker' of our key focus areas will be presented at this month's June Ordinary Meeting. This is intended to be a 'live' working document which will help us keep track of work over the next four years, ensuring that our activities align with the issues deemed important by our volunteers. A copy of the tracker will be periodically updated and made available on our website.

Lastly, the Strategy also identifies our key stakeholders, the people who we keep informed of our work. Those are our volunteers, followers on social media, partner organisations, sponsors and alliances. Our stakeholders will be advised and kept up to date with our work through our website, social media accounts (Facebook, X, Instagram, LinkedIn), e-news bulletin, quarterly Ordinary meetings and by email as listed in our communication strategy.

A full version of our five-year [Strategy](#) can be found on our website and in the link provided.