



MACKAY
CONSERVATION
GROUP

STRATEGIC PLAN 2022 | 2025



VISION

A healthy, natural
environment valued and
protected by our community.

MISSION

Mackay Conservation Group connects
with our community to advocate for the protection,
restoration and care for our region's natural environment.



STRATEGIC PRIORITIES

1

UNDERTAKE STRATEGIC CAMPAIGNS

We advocate for a thriving natural environment with a focus on the reef, waterways, biodiversity, and the transition away from fossil fuels.

2

EDUCATE AND RAISE AWARENESS

We highlight the importance of a thriving healthy natural environment and inform our community about the threats to it.

3

ENGAGE AND EMPOWER THE COMMUNITY

We bring together and support the community to protect, repair and care for our natural environment.

4

BUILD ORGANISATIONAL CAPACITY

A sustainable and independent broad-based organisation that reflects our values.



STRATEGIC OUTCOMES

A healthy natural environment through policies and decisions that are informed by science and supported by our community.

The value and importance of the natural environment is prioritised by our community, industry and government. Decision makers are held to account by our community.

An active membership and supporter base that will act to protect the natural environment.

A financially secure organisation where staff and volunteers are valued and their skills developed to create a healthy natural environment.



MACKAY CONSERVATION GROUP | VALUES

ENVIRONMENT	We acknowledge the intrinsic value and beauty of the environment and that we have the responsibility to protect and sustain it for future generations.
JUSTICE	We seek just outcomes for the natural world, communities and future generations.
PEOPLE	We believe strongly in the power of our people and community to advocate and act for the natural environment. We acknowledge the Traditional Owners and Custodians of the lands and waters on which we operate and their connection to the natural environment.
COURAGE	We have the courage and resilience to advocate for long term reform for the benefit of the community and natural environment.
EVIDENCE	We recognise that scientific evidence underpins good policy and decision making.
LEGACY	We recognise our history and are proud of our achievements.



MEASURING SUCCESS

TRANSACTIONAL

1

Number of engagements with the community to support particular campaigns.

2

Strengthened environmental protections for natural environment. Existing environmental regulations are enforced.

3

Increased number of members, volunteers and supporters of the organisation. Increased number of community members and organisations directly involved in advocating for change.

4

Increased revenue for the organisation. Retention and continuity of staff. Performance reviews & staff engaged in professional development. Engagement of more volunteers.

TRANSFORMATIVE

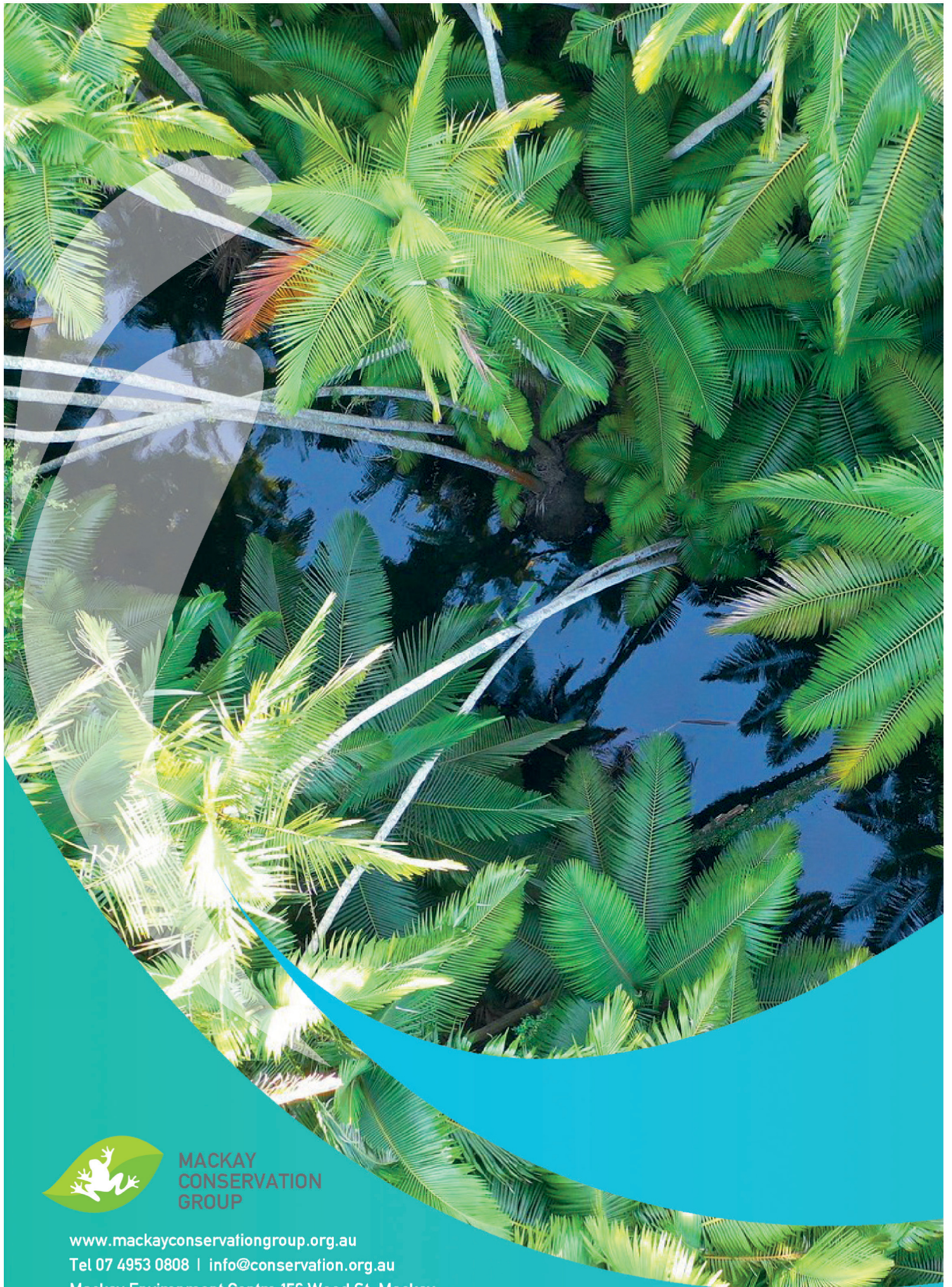
Our advocacy has contributed to change and wins through strategic campaigns.

Greater awareness of the importance of community connection with the natural environment. Greater understanding among community of the threats to natural environment.

The community feels more empowered to respond to issues impacting the natural environment.

The organisation is financially independent. Staff have certainty in their future work with MCG.





**MACKAY
CONSERVATION
GROUP**

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