# [DRAFT] STRATEGY

**YEAR 1 • FOR DISCUSSION**

## Healthy, resilient and connected island environments and communities across Australia.

| CONNECT | SHARE | AMPLIFY | GROW |
|---|---|---|---|

***Connect first, demonstrate value, then grow.***

## Vision

### Healthy, resilient and connected island environments and communities across Australia.

To create and maintain a collective that amplifies the voices of Australia's offshore islands and their communities, and operates for the national benefit of island cultural and nature conservation values.

# Strategic direction - Year 1

**CONNECT FIRST • DEMONSTRATE VALUE • THEN GROW**

This strategy keeps AIA closely aligned with its proposed vision while avoiding the common problem of a new national alliance taking on too many projects before it has established its membership, mandate and credibility.

## Strategic direction

**Establish the Australian Islands Alliance as a trusted, nationally connected network that strengthens relationships, shares knowledge and provides a collective voice for Australia's offshore islands and their communities.**

During its first year, AIA should concentrate on building the network, demonstrating its value and identifying the national priorities where a collective island voice can make the greatest difference.

## Year 1 framework

| 01 | 02 | 03 | 04 |
|---|---|---|---|
| **BUILD & CONNECT** | **SHARE KNOWLEDGE** | **AMPLIFY PRIORITIES** | **STRENGTHEN AIA** |
| National island network | National exchange platform | Collective national voice | Governance & sustainability |

# Four priorities for Year 1

01

## Build and connect the national island network

Establish a broad and representative network of Traditional Custodians, island communities, practitioners, researchers, NGOs, government agencies and other organisations involved with Australia's offshore islands.

- Launch the AIA website and membership / register-of-interest process.
- Develop a national directory of island organisations, projects and expertise.
- Identify gaps in geographic and sector representation.
- Create a simple mechanism for members to seek introductions, expertise or collaborators.

**FIRST-YEAR OUTCOME** A visible and increasingly representative national network in which people know who AIA is, who is involved and how to connect with one another.

02

## Create a national platform for knowledge exchange

Make AIA a place where island knowledge, experience and resources can be discovered and shared rather than duplicated or remaining within individual organisations.

- Use the AIA website to showcase projects, resources, experience and practical lessons.
- Create opportunities for exchange between island practitioners, communities and organisations.
- Use Island Arks Symposium as an anchor for national connections, outreach and continuity between events.

**FIRST-YEAR OUTCOME** AIA becomes recognised as a useful gateway to Australia's island conservation community and its collective knowledge.

# Four priorities for Year 1 - continued

03

## Identify and amplify shared national priorities

During the first year, identify two issues where national collaboration would add genuine value and where there is clear support from the network.

- Consider themes such as island biosecurity and invasive species, threatened species recovery and ecological restoration.
- Recognise Indigenous knowledge and cultural values, climate resilience and sustained investment in island conservation.
- Contribute to relevant consultations, strategies, submissions or funding initiatives where the network supports involvement.
- Amplify and connect existing voices rather than speaking on behalf of Traditional Custodians, communities or organisations without their involvement.

**FIRST-YEAR OUTCOME** AIA demonstrates that a national island network can add weight to issues that individual organisations may struggle to advance alone.

04

## Establish a strong and sustainable Alliance

Put in place enough governance and organisational structure for AIA to operate credibly without becoming administratively heavy.

- Confirm governance and Terms of Reference.
- Define membership and participation.
- Establish principles for respectful work with Traditional Custodians and Indigenous organisations.
- Agree how AIA determines whether to endorse or contribute to national issues.
- Establish core communications and branding.
- Consider the appropriate longer-term organisational structure.

**FIRST-YEAR OUTCOME** AIA has a clear identity, transparent decision-making and sufficient governance to support growth beyond its founding group.

# What success could look like after 12 months

Success in Year 1 should be measured by the strength, usefulness and credibility of the network - not simply by the number of projects AIA undertakes.

| | |
|---|---|
| 01 | A diverse national membership and network has formed. |
| 02 | Island projects and organisations from around Australia are represented on the website. |
| 03 | Members are making useful connections through AIA. |
| 04 | Several knowledge-sharing activities have occurred. |
| 05 | AIA has supported Island Arks Symposium IX. |
| 06 | Two or three shared national priorities have been identified. |
| 07 | AIA has contributed constructively to at least one national initiative or policy opportunity. |
| 08 | Governance and a forward work plan for Years 2-3 are in place. |

## Year 1 pathway

| CONNECT | DEMONSTRATE VALUE | PREPARE TO GROW |
|---|---|---|
| Build representation, relationships and visibility | Share knowledge, support connections and amplify priorities | Confirm governance and set the Years 2-3 work plan |

**Connect first, demonstrate value, then grow.**