



DRAFT

AUSTRALASIAN WILDLIFE MANAGEMENT SOCIETY STRATEGIC PLAN

(as amended by Terry Korn 1 July 2011)

WHAT BUSINESS AM I IN?

AWMS is a communication facilitator and Influencer of Government and practitioners in wildlife management in the Australasian region.

What is the nature of the business?

To be the premier organization in Australia and New Zealand that provides a catalyst for change in wildlife management practice and policy by providing a forum for discussion and dissemination of scientific information.

Who are the stakeholders?

Internal – scientists, students, land managers, wildlife managers

External – public, government, influencers , NGOs, Catchment Management Authorities, Regional Councils

What are their needs?

The provision of the latest accurate, sound and unbiased science based wildlife management information which informs best practice.

SITUATION ANALYSIS

Strengths

Good scientists as members

Encourage students

Good at organizing conferences (fun aspect)

Committed volunteers

Breadth and depth of members

Networking systems because small

Independent President

Continuity of committee

Student mentoring

Collaboration and cross fertilization of ideas

Inexpensive membership fee

Only generalist wildlife management society in Australia / New Zealand

Links into Government agencies and universities

Non political committee

Mixed gender and ages of committee members

Weaknesses

Too much focus on technical issues
 Insufficient communication
 Perceived as “Boffins” / science focused therefore barrier to non-scientist managers
 Volunteers therefore lack of time for meetings and to action initiatives
 Lack of business approach
 Limited financial resources
 Provide little for members (apart from conference)
 Lack public profile
 Low member numbers
 Static nature
 Focus on pests and endangered species but not the rest ie focus on cute and cuddly
 Few wildlife managers are members
 Lack of general public or stakeholder education
 Single venue in Australia for conference – restricts participation
 One annual conference – hard to meet needs of members at one conference because member interests are so diverse

Opportunities

Harness Information Statements – need to review and make them more concise, get them out quicker and target recipients
 Develop chapters in Australia and New Zealand to be relevant to local issues and increase membership
 Employ a staff member bring business skills to association and drive strategy on a day-to-day basis if can increase financial resources to pay salary
 Recruit and retain retirees and students to assist with workload and increase member numbers
 Ring ex members and invite them to re-join to be part of an organization in leading change (however must deliver on promise)
 Increase public profile and spread influence
 Link / network with like-minded organizations internationally – however we must understand what we can offer them
 Attract practitioners rather than academics
 Forthcoming 25th Anniversary – good PR opportunity / milestone to launch new initiatives

Threats

Government and universities have less time and money to participate
 Employers of Committee Members withdrawing support due to reduced funding or increased workloads

Loss of members through competition from other scientific organizations associated with wildlife e.g. Mammal Society, Society for Conservation Biology, Ecological Society of Australia

FUNDAMENTALS

Core competencies (skills needed to succeed)

PR

Communication

Political lobbying

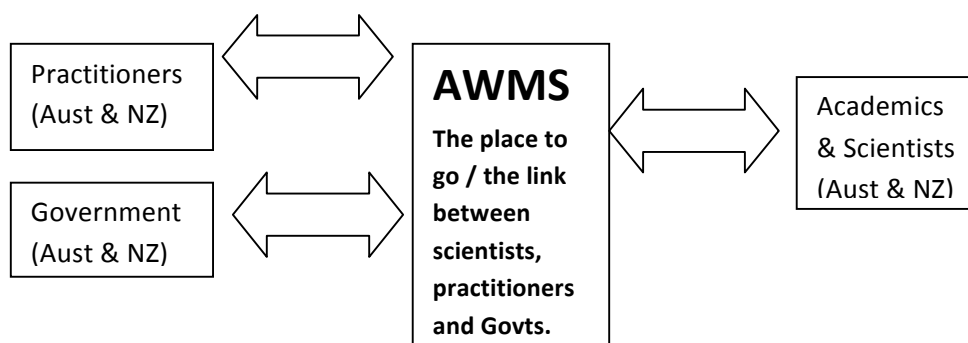
Business skills

Marketing / sales

Note: The society is currently science focused and therefore needs to change focus to address core competencies if it wishes to grow.

Sustainable competitive advantage

The society has a broader view of wildlife and its management within the landscape than other scientific organizations in the Australasian region.



Critical success factors

Brand / perception of AWMS

Communication

Funding (currently university and science funding is declining)

Critical mass of good / independent scientists

Ongoing public and govt. focus on wildlife (in face of increasing focus on climate change)

Links with animal welfare groups and media (i.e. currently radicals influence policy)

STATEMENT OF BUSINESS PURPOSE AND PRIMARY COMPANY OBJECTIVE

To provide a credible and sustained link between researchers, academics, government and practitioners.

Primary company objectives:

To influence policy and decision making in wildlife management in Australasia in order to ensure sustainable ecosystems and;

To be seen by politicians, media and practitioners as the place to go for wildlife management information / knowledge nationally and regionally.

Objective 1

Increase human capacity to support growth (volunteers) and acquire core competency skills set

ACTIONS:

- Obtain an ex member list
- Identify VIPs to target (must be passionate and have the right culture)
- Determine ex member and VIP needs
- Develop offer / communication
- contact VIPs to obtain new members or re-enthuse VIPs

Objective 2

Increase membership so can influence policy by demonstrating that AWMS represents a large group of people

ACTIONS:

- Invite members to recruit a friend
- Recruit and retain students / develop student chapter like Aust. Wildlife Association
- Find out why ex-members left
- Determine needs and review member package eg what do you restrict to members only?
- Identify practitioners and determine needs
- Look into using students to set up a blog e.g. committee set guidelines and restrict use to members only

Objective 3

Build AWMS brand and increase brand awareness i.e. change perceptions

ACTIONS:

- Review brand.
- Determine how to increase brand awareness incl. updating website
- Monitor the media (manual or automated)
- Introduce a “firebell” ie members alert committee representative of issue that needs to be responded to in the media asap

- Appoint official spokesperson and give them authority to comment without referring back to get committee approval (they only need to inform committee members of actions in a timely manner)
- Need to be proactive in news stories not just reactive
- Review Information Statements so they become 'punchy' and relevant to media issue
- Consider prizes / scholarship – good news story

Objective 4

Engage decision makers

ACTIONS:

- Who are they?
- Why are they important?
- What will AWMS be offering them (ie what are their needs)?
- Can AWMS deliver on promise?

Objective 5

Increase fundraising so can deliver on strategic plan and attract people with core competency skills set

ACTIONS:

- Review membership fees / package incl. life membership – sell value not price
- Develop corporate sponsorship package e.g. Siirtrack, Ethical Investments, Environment Consulting Companies i.e. anyone who would benefit from being seen to be part of AWMS or would benefit from information / networks
- Sell advertising in newsletter and on website
- Introduce conference sponsorship / auction / photo competition auctioned
- Government grants.

WHERE TO FROM HERE?

- Continue to use "open system" thinking
- Be prepared to consider new ideas
- Always look at things from the point of view of the customer and determine their need
- Don't be afraid to increase price – just better satisfy the customer
- Develop action plans for 5 objectives incl. timelines and responsibilities
- Review plan and actions often (every meeting pull it out and refer to it) – consider holding monthly teleconferences and regular communication to ensure actions delivered