

Yellow-eyed Penguin Trust Strategic Plan (2016 – 2018) Outline



Key mission statements:

- 1. Conservation:** The Trust will work to protect and increase the number of yellow-eyed penguins and other coastal flora and fauna in both the marine and terrestrial environments.
- 3. Professionalism:** In every case the Trust will conduct its business in a professional manner, establishing and maintaining good relations with associated organisations and individuals.
- 2. Financial:** The Trust will practice prudent financial management and aim to maintain cash reserves sufficient to finance six months operational expenses.

Objectives

1. Habitats

Existing and new habitats will be managed to achieve the goals set for each.

- The Trust will work towards an ultimate goal of habitats comprising whole-ecosystem, biodiverse coastal areas.
- Habitats will be managed according to best-practice scientific and conservation principles, including effective ways of involving people.

2. People

Every trustee volunteer and member of staff shall strive to achieve the financial, conservation and professionalism goals of the Trust.

- Trustees will represent a diverse range of skills and expertise including financial, conservation, marketing and promotions.
- The Trust will endeavour to maintain a sustainable level of staff spread across the office, field and nursery.

3. Science

All Trust activities involving the management of flora and fauna will be informed by generally accepted scientific principles.

- The Trust will be well-connected to the conservation and scientific community and will seek advice as appropriate.

4. External Relations

Every trustee and staff member shall attempt to generate a positive perception of the Trust by establishing and maintaining collegial relationships with individuals and organisations external to the Trust.

- The Trust will aim to have representation on as many relevant decision-making bodies as possible.
- The Trust will aim to have representation at as many relevant events as possible.
- The Trust will aim to have a positive profile in all media.

5. Business/Financial Development

Annually, the Trust will endeavour to operate in a financial surplus.

- The Trust will concentrate on diversifying revenue streams to include individual, trust, corporate and public sectors.

6. Nursery

The Nursery will provide plants for coastal habitats to support the Trust's conservation effort.

- The Trust will encourage community participation at the Nursery.

7. Communication

The Trust shall provide effective services through the provision of up-to-date and relevant information about yellow-eyed penguins and conservation.

8. Administration/Organisation

The activities of the Trust will be well organised and administered.

- The Trust will reflect best practices for an environmental ngo, including up-to-date computer technology, Health and Safety procedures and comprehensive operational policies and procedures.
- The Trust will continually review and reflect on operations to ensure the best conservation outcomes.

Visions

- YEPT will be demonstrably influential in promoting effective coastal conservation management in both the terrestrial and marine environment.
- YEPT will be a good employer providing professional development pathways for staff.
- YEPT will be able to demonstrate that its habitats are managed according to best-evidence principles.
- YEPT will be an exemplary ENGO collaboratively obtaining optimum conservation outcomes based on a combination of good science and best-practice management.