

# Phillip Island Land Alliance

Draft Action Plan 2023 – 2025

As of February 2023

## Background / About Us:

The Phillip Island Land Alliance (PILA) represents a gathering of groups who advocate to protect and restore the native biodiversity of Phillip Island (Morrowl). We acknowledge the First Peoples as Traditional Custodians of this land and recognise their continued care of this unique environment.

We communicate with a unified voice and common objectives, to provide opportunities for networking, and a platform for a coordinated approach to funding applications and island-wide environmental care.

We come together to educate, connect and engage our community with the natural environment for the health and wellbeing of all, now and into the future.

## Vision:

A connected community who respects and protects the unique and biodiverse environment of Phillip Island (Morrowl).

## Mission:

To provide a collaborative voice for carers of the land through advocacy, education and networking to protect and regenerate Phillip Island's natural environment.

## Principles and Values:

We will embrace the following principles and values while working together in the Alliance:

- **Stewardship** – working together to rewild and regenerate the island environment and its biodiversity, sharing our combined knowledge and learnings for a positive future
- **Respect** – promoting listening, inclusion, diversity and tolerance in the Alliance and in engaging the broader community; respecting our natural environment
- **Equality** – preserving equal voice between groups and preserving the identity and independence of each group
- **Integrity** - clear and factual communication between groups and the broader community to ensure the Alliance integrity, longevity and succession of groups
- **Collaboration** - working collaboratively to our common goals and sharing our combined biodiversity knowledge and education
- **Knowledge** – using combined knowledge, research and evidence bases to support actions and facilitate regional education; connect with and embrace the learnings of the First Peoples, the Bunurong/Boonwurrung, to pay respect and create opportunities for education and conservation
- **Empowerment** – connecting people to land through education and enjoyment, to promote wellbeing, take action on climate change, and foster ongoing respect and active custodianship of the land

## Key Objectives:

*With regard to the environment of Phillip Island (Millowl), PILA aims:*

1. *To come together with a **unified voice** and common objectives*
2. *To **promote respect, care and recognition of our unique natural environment** by gathering, evaluating and sharing information and **education** with stakeholders and the broader community*
3. *To **restore, regenerate and rewild the land** to increase biodiversity and healthy ecosystems*
4. *To **bolster the capacity of groups***
5. *To acknowledge, engage and **learn from the Traditional Custodians** of the land*
6. *To be a respected **advisory and advocacy group** with strong knowledge, skills and experience base*
7. *To be a platform for a coordinated approach to Island wide **environmental funding applications** and **mutually beneficial partnerships**.*

<b>Goals and actions:</b>			
Timeframe definitions: 'Now' means PILA is currently undertaking this activity. 'Infancy' means during early years of PILA. 'Maturity' means once PILA has matured as a group.			
<b>Objective 1 – To come together with a unified voice and common objectives</b>			
Goals	Specific activities	Responsibility	Timeframe
Structure the Alliance to reflect PILA's principles and values	<ul style="list-style-type: none"> <li>○ Establish a Terms of Reference and Action Plan. To be signed off by individual group representatives.</li> <li>○ Recognise and sustain common goals of groups and collaborative practices that respect the equality of groups.</li> <li>○ Check in regularly with groups to re-evaluate common goals and health of the Alliance. If needed establish KPI's.</li> </ul>	PILA committee	Now  Now  Infancy
Adhere to the Terms of Reference and Action Plan	<ul style="list-style-type: none"> <li>○ Refer to the TOR and Action Plan for guidance during decision making.</li> <li>○ Review the Terms of Reference</li> <li>○ Review the Action Plan</li> </ul>	PILA committee	Infancy
Build a brand that reflect PILA's vision and values	<ul style="list-style-type: none"> <li>○ Create logo and visual identity.</li> <li>○ Establish letter head.</li> <li>○ Establish email signatures for Chair, Secretary and Treasurer</li> <li>○ Build website reflecting brand colours and logo.</li> </ul>	PILA committee / Designer	Now
Establish key policies that strengthen the governance of the alliance	<ul style="list-style-type: none"> <li>○ Review the need for development of the following policies. Sponsorship / partnership, Privacy, Copyright (creative commons), Public statements, Communication (Administration and formal knowledge sharing)</li> <li>○ Establish policies as above</li> </ul>	PILA committee	Maturity

<b>Objective 2 –To promote respect, care and recognition of our unique natural environment by gathering, evaluating and sharing information and education with stakeholders and the broader community</b>			
<b>Goals</b>	<b>Specific activities</b>	<b>Responsibility</b>	<b>Timeframe</b>
Build a website that allows for information storage and sharing	<ul style="list-style-type: none"> <li>○ Ensure Web Designer build access for information storage and sharing.</li> <li>○ Establish internal Website Administrator</li> </ul>	Designer / Sub Committee	Now
Combine and share information and resources where available.	<ul style="list-style-type: none"> <li>○ Establish a process for sharing information with the alliance committee and the group members.</li> <li>○ Share information of environmental issues affecting the island and surrounding</li> <li>○ Share good news stories and celebrate community champions.</li> <li>○ Use the website as an information database.</li> </ul>	PILA committee	Infancy
Educate community and stakeholders	<ul style="list-style-type: none"> <li>○ Provide resources on website for sharing of information. Promote the website as an educational tool.</li> <li>○ Participate in yearly education programs already established or created internally.</li> <li>○ Encourage interpretive signage as a form of education.</li> <li>○ Inform local schools of PILA as a resource / conduit for coastal and land community groups.</li> </ul>	Web Administrator  PILA Committee	Infancy / Maturity

<b>Objective 3 – To restore, regenerate and rewild the land to increase biodiversity and healthy ecosystems</b>			
Goals	Specific activities	Responsibility	Timeframe
Support local re vegetation strategies / policies that align to the Alliance’s vision.	<ul style="list-style-type: none"> <li>○ 2035 Visitor Economy Strategy has a goal of 30% vegetation cover.</li> <li>○ Bass Coast Shire is increasing vegetation by 1.5% from a bass of 17% in 1997.</li> <li>○ Bass Coast Shire’s Biolinks plan</li> <li>○ Bass Coast Shire’s Urban Forest Strategy</li> <li>○ Bass Coast Shire Significant Tree Register</li> </ul>	PILA Committee	Now
Establish Island wide planning structures that support rewilding the Island.	<ul style="list-style-type: none"> <li>○ Support others to develop Island wide mapping and planning documentation.</li> <li>○ Help build an annual theme for action.</li> <li>○ Encourage holistic and diverse methods and approaches to restoration, regeneration and rewilding.</li> <li>○ Support the study of dieback and possible remedies.</li> </ul>	PILA Committee	Maturity
Rewild Phillip Island through on ground works	<ul style="list-style-type: none"> <li>○ Support groups to hold planting days and education programs</li> </ul>	Alliance Groups / PILA committee	Infancy
Reduce the presence of weeds on Phillip Island.	<ul style="list-style-type: none"> <li>○ Help others to establish Weed mapping plan of the Island.</li> <li>○ Support alliance groups to hold weed control days to educate community and provide island-wide weed control strategies.</li> <li>○ Work with others to prevent the sale of weeds through retailers on the Island.</li> </ul>	PILA committee and others	Maturity

	<ul style="list-style-type: none"> <li>○ Advocate to BCSC to produce a weeds list at a local level.</li> </ul>		
Understand and advocate the impact, identified pests and animals have on plants	<ul style="list-style-type: none"> <li>○ Establish and agree which pests and animals need managing.</li> <li>○ Understand the Phillip Island Wildlife Plan and seek endorsement from the Alliance.</li> <li>○ Support groups in rabbit control</li> </ul>	PILA Committee	Maturity
Gather information for groups that measure and monitor environmental works	<ul style="list-style-type: none"> <li>○ Support the collection of data and metrics for restoring, regenerating and rewilding the land for reporting on progress and to assist future planning and grant applications.</li> </ul>	Others (paid role)	Maturity

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Objective 4 – To bolster the capacity of groups			
Goals	Specific activities	Responsibility	Timeframe
Promote the individual groups that form the alliance	<ul style="list-style-type: none"> <li>○ List all member groups and their activities on the PILA website.</li> <li>○ Offer membership via the website.</li> <li>○ Build a calendar of events on the PILA website.</li> <li>○ Discuss the option to build a brochure that promotes PILA and lists all groups.</li> <li>○ Hold an annual event (eg dinner) that promotes PILA and its members..</li> <li>○ Promote PILA as gateway for access to group issues</li> <li>○ Encourage regular networking opportunities by supporting groups to invite other group members to their activities</li> </ul>	<p>Website Designer</p> <p>PILA Committee</p>	Now / Infancy
Provide relevant training to alliance members.	<ul style="list-style-type: none"> <li>○ Invite periodic members or presentations to meetings.</li> <li>○ Undertake needs analysis from groups to understand training required.</li> <li>○ Hold training workshops on specific issues to build capabilities.</li> </ul>	PILA Committee	Maturity
Ensure the continued and active presence of alliance groups	<ul style="list-style-type: none"> <li>○ Build a register of the make up all group committees.</li> <li>○ Support groups to resource their ideal committee group and succession plan.</li> <li>○ Seek opportunities to share resources, eg cameras, bbq trailer, project mgt skills, etc</li> </ul>	PILA Committee	Maturity
To have alliance coverage for all of Phillip Island	<ul style="list-style-type: none"> <li>○ Help support new groups to form in areas not covered by current groups.</li> </ul>	PILA Committee	Maturity

<b>Objective 5 – To acknowledge, engage and learn from the Traditional Custodians of the land</b>			
Goals	Specific activities	Responsibility	Timeframe
Recognise the profound knowledge of the island environment held by the Traditional custodians	<ul style="list-style-type: none"> <li>○ Seek opportunities to learn from the traditional owners through events, presentations and workshops.</li> </ul>	PILA Committee	Infancy
Connect with the Traditional custodians and build relationships toward common goals	<ul style="list-style-type: none"> <li>○ Be guided by the Traditional custodians on how we can advance our relationship.</li> <li>○ Be a voice for reconciliation for the Traditional custodians.</li> </ul>	PILA Committee	Infancy

<b>Objective 6 – To be a respected advisory and advocacy group with strong knowledge, skills and experience base.</b>			
Goals	Specific activities	Responsibility	Timeframe
Establish PILA as a strong and respected advocacy group	<ul style="list-style-type: none"> <li>○ Prioritise what PILA can advocate on recognising advocacy roles members groups already undertake.</li> <li>○ Promote the knowledge and history of the individual groups and PILA through talks, presentations and stakeholder events</li> <li>○ Advocate on issues of comment interest to PILA</li> </ul>	PILA Committee	Maturity
Take part in advisory and representative working groups	<ul style="list-style-type: none"> <li>○ Be aware of advertised advisory groups.</li> <li>○ Where available register PILA's interest as an advisory group</li> </ul>	PILA Committee	Infancy



**Objective 7 – To be a platform for a coordinated approach to Island wide environmental funding applications and mutually beneficial partnerships.**

Goals	Specific activities	Responsibility	Timeframe
Support groups to apply for funding that reaches beyond their area.	<ul style="list-style-type: none"> <li>○ Build a calendar of funding opportunities.</li> <li>○ Determine criteria to apply for funding opportunities; to include individual group needs review.</li> <li>○ Supports groups to apply for Island Wide Funding</li> <li>○ Overtime build evidence-based data-bank / archive to assist resourcing and grant writing (e.g. contact lists, papers library)</li> </ul>	PILA Committee and Groups	Infancy
To apply for funding only when available resources can manage the project.	<ul style="list-style-type: none"> <li>○ Support groups to project manage grants on behalf of PILA.</li> <li>○ Identify project manager(s) prior to applying for funding.</li> </ul>	PILA Committee and Groups	Infancy
Establish mutually beneficial partnerships with key stakeholders	<ul style="list-style-type: none"> <li>○ Share PILA’s story with key stakeholders. Potential stakeholders include: PINP, BCSC, BLC, WW, BCLN, TRPI, RRV,</li> <li>○ Aim to formalise partnerships through agreements eg MOU’s</li> </ul>	PILA Committee	Maturity