



ACS Strategic Plan 2022 - 2025

Introduction/Message from Chair

This strategic plan* attempts to clarify the purpose and direction of ACS. The ACS believes that a healthy and sustainable coastal environment is important for the majority of Australians. In order to achieve this, the ACS attempts to foster coastal stewardship by creating a well-informed independent voice for advice on coastal matters to governments and coastal managers.

Our Purpose

Promoting [coastal stewardship](#) in Australia

Our Vision

A national network of coastal stakeholders (professionals, practitioners, coastal and/or First Nations communities) committed to coastal protection and ongoing stewardship.

Our Mission

To foster the well-being and enhancement of coastal systems in Australia.

Our Values

- Knowledge sharing: share information and knowledge to [support coastal stewardship](#)
- Leading practice: promote the Ten Guiding Principles for Marine and Coastal Management in Australia and more broadly in our region
- Leadership: a national committee that can effectively represent members' interests in coasts
- Advocacy: present a collective voice for the protection, restoration and management of Australia's coast.

Strategic Objectives/Priorities

1. To promote and share knowledge and understanding of the environmental, social and economic values of the Australian coast.
2. To contribute to international, national, state and local debates on coastal issues to foster informed, open decision-making to sustain coastal resources and natural assets.
3. To provide a forum for the exchange of ideas and knowledge among stakeholders involved in the management, planning and development of the Australian coast.
4. To promote the protection and conservation of coastal sites of environmental and cultural significance.
5. To facilitate the development of the knowledge and skills of those engaged in coastal natural resource management, planning, development and other relevant industries along the Australian coast.

Implementation

Objective	What we will do
1. Promote and share knowledge and understanding of the environmental, social and economic values of the Australian coast within Australia and the Oceania region	Use social media, the ACS Website, ACS blogs, podcasts and webinars to keep members informed of key coastal issues
2. Contribute to international, national, state and local debates on coastal issues to foster informed and open decision-making to sustain coastal resources and assets	Contribute to debate on coastal issues through global, national and local conferences: encourage academic publications by members and promote opinion pieces in mainstream press
3. Provide a forum for the exchange of ideas and knowledge among stakeholders involved in the management, planning and development of the Australian coast	Host a national coastal conference once every two years and encourage State Chapter conferences/meetings/forums as appropriate
4. Promote the protection and conservation of coastal sites of environmental and cultural significance	Contribute to the public debate on significant coastal sites at the national and state level through comments and submissions
5. Facilitate the development of the knowledge and skills of those engaged in coastal natural resource management, planning, development and other relevant industries along the Australian coast	Support initiatives that contribute to knowledge and skill development (training programs), and develop partnerships with kindred organisations

Priorities for 2022 (immediate)

- Strengthen organisational capability for sharing leading knowledge and practice more widely across coastal Australia and our wide region.
- Increase social media presence to recruit members, improve their experience and participation in ACS.
- Prepare a statement for the upcoming federal election on the need for a National Coastal Policy and Council.
- Support the implementation of the recommendation of the Future Earth strategy.

Desired outcomes for 2023- 2025 (medium-term)

- National coastal policy and state coastal protection measures implemented.
- Education in coastal planning and management is adequately supported and accessible.
- Recognised as a credible and authoritative organisation for coastal communities to seek informed advice.

Ten Guiding Principles for Marine and Coastal Management**

Preamble: As marine and coastal practitioners we recognise Australia's diverse marine and coastal environments as ecosystems with intrinsic values that need to be cared for, wisely used, and effectively managed, to ensure these are sustained now and into the future.

These 10 guiding principles, intentionally broad, reflect current best practices in marine and coastal management. They provide guideposts for marine and coastal practitioners in the development of comprehensive, inclusive, and sustainable responses to the challenges of managing Australia's coasts and seas, and offer points of reflection in the review of policies, plans and programs.

1. Managing Country Together: Australian marine and coastal planning, management, and practice will be built on partnerships with Indigenous peoples, and respect for thousands of years of effective stewardship and traditional and contemporary Aboriginal knowledge.

2. Empowering Community: Marine and coastal practitioners will seek to foster leadership, build a culture of respect and stewardship for marine and coastal values, and empower communities to actively participate in decision making.

3. Recognising People and Nature: The interests of those that derive benefit or livelihoods from the coast or seas be they economic, social, environmental, or spiritual, are recognised and we seek to find the balance between these interests and the needs of the natural world in our planning, protection, and use.

4. Integrating Management: Marine and coastal planning and management will be integrated within a framework that considers natural systems and the linkages between the land and seascapes.

5. Working Collectively: Spatial planning provides opportunities to bring together stakeholders, decision-makers, and communities, in the development of marine and coastal policies, whilst also helping to build understanding and collaboration among different sectors.

6. Recognising Constant Change: The dynamic nature of marine and coastal systems requires adaptive management approaches in planning.

7. Climate Change Urgency: Action is required now to reduce the impacts of climate change on Australia's marine and coastal environments.

8. Evidence-Based Decision Making: Effective marine and coastal management will be informed and evaluated by science and ensure that new information is incorporated into our decision making.

9. Engaging Hearts and Minds: In creating sustainable futures for our marine and coastal environments the arts provide unique opportunities to engage hearts and minds, and enhance the contributions from other disciplines and practitioners.

10. Collaborating: Transparent networking and collaborative opportunities are fundamental for knowledge transfer and developing communities of shared practice to better care for Australia's marine and coastal environments.

* Adopted at the ACS Executive Board meeting, 21 February 2021, the Strategic plan prepared by the ACS Strategy Subcommittee in consultation with the State and Territory representatives.

** Adopted at the Hobart conference 2018