



CAFNEC Strategic Plan 2009-2014

Mission Statement

To lead and support the community in valuing the natural environment through conservation and ecological sustainability.

Values

Community Orientation - we are responsive to community needs and expectations in relation to our mission with the aim of ensuring effective advocacy and respectful engagement with all members of society.

Conservation - we endeavour to work with the community to foster protection of the natural environment in a spirit of stewardship.

Creativity - we foster a working environment which encourages creativity and leadership in a dynamic and flexible team.

Determination - we are clear, committed and persistent in seeking to achieve our mission.

Education – we endeavor to facilitate learning outcomes in the community through the dissemination of relevant information, with the aim of affecting positive long-term behavioral change.

Efficiency - we utilise our time and resources with maximum effectiveness and accountability and with a minimum impact on the environment.

Integrity – we are consistent, honest and respectful in our words actions and relationships.

Professionalism - we seek to achieve high standards in both conduct and image by being responsible, team-orientated, inclusive, strategic, and focused on our mission.

Goals

To ensure long-term financial and organisational health.

To expand opportunities for the community to adopt and take action on ecological sustainability and conservation.

To develop strong relationships with partners, allies and key stakeholders.