



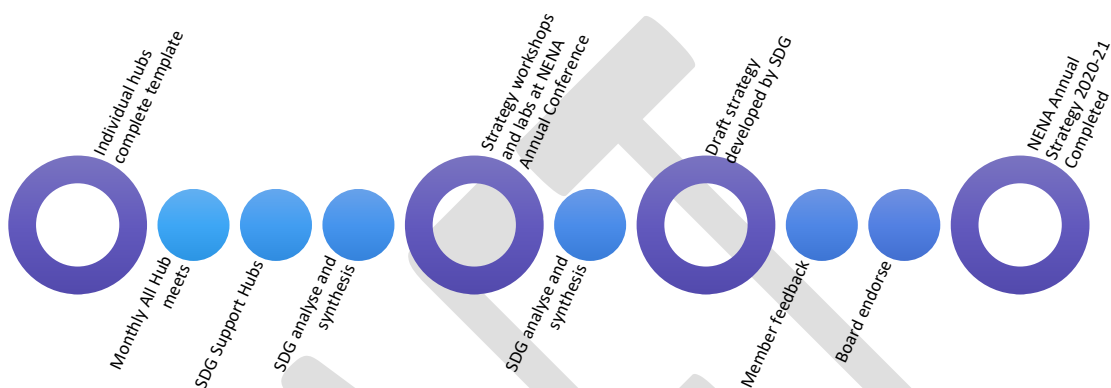
# Developing NENA's Annual Strategy

Guidance for NENA Hubs  
to contribute strategic goals to NENA's  
Annual Strategy

## BACKGROUND – NENA’S OVERARCHING GOALS

One of the goals of NENA’s distributed governance model is to encourage NENA members to work together through Sectoral and Geographic Hubs, to create (1) our Civil Society Strategy for a New Economy and (2) our NENA “internal” Operational Plan. If every Hub can develop and share its own goals, priorities and strategic actions, then NENA’s strategies will be co-created by NENA Members and be truly representative of member’s aspirations and objectives.

## PROCESS & TIMELINE



The NENA Board of Directors & Strategic Directions Group is inviting all NENA Hubs to contribute to the development of the NENA Annual Strategy 2020-21.

### You can participate in the following ways:

<b>Read Theories of Change document</b>	Read Theories of Change Document. The “Theories of change” document explores five ways in which the Strategy Process might work for you/your Hub. You might like to discuss which 1 or 2 theories resonate the most within your Hub.
<b>Complete Template for Hubs</b>	Work with your hub to complete the template. The template is included in this document below.
<b>Ask for advice or support from the Strategic Development Group (<a href="mailto:nenam@neweconomy.org.au">nenam@neweconomy.org.au</a>)</b>	Members of the SDG have nominated to work with sectoral and geographic hubs through the strategy process. They will be in contact with you throughout the year.
<b>Attend monthly Strategy Development/All Hub Meetings</b>	All hubs are invited to join monthly Strategic Development sessions, where all hubs are invited to share activities, success stories and challenges; and to discuss the co-creation of the Annual Strategy.
<b>Participate in workshops at the Annual Conference</b>	Member workshops will be held at the NENA Annual Conference to work through emerging themes, positions etc.
<b>Provide feedback to the draft Annual Strategy</b>	A draft strategy will be provided to all NENA members for feedback.

# TEMPLATES FOR HUBS TO CONTRIBUTE TO STRATEGY

## Timeline for working together

The NENA Coordinating Hub and the Strategic Directions Group have developed a template to help Hubs identify and share their ideas.

- Please work with your hub to develop your ideas and capture them using these templates.
- Please email your completed documents to: [nenamember@neweconomy.org.au](mailto:nenamember@neweconomy.org.au) by 15 July 2020.
- All Hub contributions will be compiled into one document by the Strategic Directions Group, and shared with all NENA members by mid October 2020, for further discussion. Please note where there are different opinions or views about the same issues, this will be noted in the first draft document/s.
- Opportunities will be created for everyone to provide their views on draft collated documents at the NENA Annual Conference in Newcastle in November 2020.

## How to use the template?

There are two different templates: external strategic and internal strategies. Please complete both.

### 1. EXTERNAL STRATEGIES, ACROSS WIDER AUSTRALIAN SOCIETY

Please discuss in your Hub, your EXTERNAL objectives for NENA. By this we mean: what would you like organisations, individuals and/or government agencies in Australian society to support/engage with/do, regarding your sectoral or geographic hub objectives?

Please fill out the table called EXTERNAL NENA STRATEGIES.

### 2. INTERNAL STRATEGIES, WITHIN NENA MEMBERSHIP

Please discuss in your Hub, some INTERNAL objectives for NENA. By this we mean: what would you like other NENA members to support/engage with/do, regarding your sectoral or geographic hub objectives?

Please fill out the table called INTERNAL NENA STRATEGIES.

## Need some help?

1. Use the *Example of External Strategies for the ecological economics hub* – which can be found at the end of this document
2. Read Theories of Change
3. Ask your SDG rep for help
4. Ask your fellow hub members in the Monthly Strategy Development meetings



# TEMPLATE FOR HUBS TO FILL OUT - **EXTERNAL** STRATEGIES

## NENA'S "CIVIL SOCIETY STRATEGY FOR A NEW ECONOMY" - EXTERNAL STRATEGIES, ACROSS WIDER AUSTRALIAN SOCIETY

Please discuss in your Hub, your EXTERNAL objectives for NENA. By this we mean: what would you like organisations, individuals and/or government agencies in Australian society to support/engage with/do, regarding your sectoral or geographic hub objectives? Then fill out this template:

\*\* PLEASE NOTE – Geographic and Sectoral Hubs may fill out elements of this template differently, especially regarding "scale". Sectoral hubs may identify priority issues across local, regional and national scales; Geographic Hubs may identify priority issues across local only (or local and national)\*\*

NENA'S "CIVIL SOCIETY STRATEGY FOR A NEW ECONOMY - External Strategies across wider Australian Society						
	Issue we want to address/change	Scale that your priority issue relates to (eg local, regional, state, National)	Current Status in Australia	NENA Strategic Goal to create positive change	Goals for 2019-2021	Specific actions by NENA members, to achieve goals
1	EXAMPLE GDP is a flawed measure for success in society	EXAMPLE National	EXAMPLE GDP is the dominant/only form of economic 'measurement'	EXAMPLE Replace GDP with other measures of wellbeing and success	EXAMPLE Identify which measure/s (alternative to GDP) that NENA should advocate for  Identify advocacy strategies and begin advocating for new measures in specific areas of Australian society	EXAMPLE Research project (student intern/professional volunteer): document alternative measures, recommend ways forward  Identify specific policy, reporting and other ways to introduce alternative measures, advocate for these (volunteers) – create action plan
2						
3						
...						

## TEMPLATE FOR HUBS TO FILL OUT – INTERNAL STRATEGIES

Please discuss in your Hub, some INTERNAL objectives for NENA. By this we mean: what would you like other NENA members to support/engage with/do, regarding your sectoral or geographic hub objectives?

Then fill out this template.

INTERNAL STRATEGIES						
	Issue we want to address/change within the NENA network	Current Status (within NENA network)	Current Status (within NENA network)	NENA Strategic Goal to create positive change	Goals for 2019-2021	Specific actions to achieve goals
1	<p>EXAMPLE</p> <p>We want all NENA members to support an alternative to GDP as a measure of success</p>	<p>EXAMPLE</p> <p>Currently, NENA has no 'official stance' on measures for the economy</p>	<p>EXAMPLE</p> <p>Currently, NENA has no 'official stance' on measures for the economy</p>	<p>EXAMPLE</p> <p>Encourage NENA members to promote an alternative to GDP as a measure of success</p>	<p>EXAMPLE</p> <p>Webinars hosted by EE Hub, to share information about GDP alternatives with NENA Hub</p>	<p>EXAMPLE</p> <p>After the Hub conducts the research outlined above, in 'external strategies', the EE Hub will share recommendations with NENA members</p>
2						
3						
4						
...						

## EXAMPLE OF **EXTERNAL** STRATEGIES – FOR THE ECOLOGICAL ECONOMICS HUB

	Issue we want to address/change	Scale that your priority issue relates to (eg local, regional, state, National)	Current Status in Australia	NENA Strategic Goal to create positive change	Goals for 2019-2021	Specific actions to achieve goals
1	GDP is a flawed measure for success in society	National	GDP is the dominant/only form of economic 'measureent'	Replace GDP with other measures of wellbeing and success	Identify which measure/s (alternative to GDP) that NENA should advocate for  Identify advocacy strategies and begin advocating for new measures in specific areas of Australian society	Research project (student intern/professional volunteer): document alternative measures, recommend ways forward  Identify specific policy, reporting and other ways to introduce alternative measures, advocate for these (volunteers) – create action plan
2	Ecological Limits need to be a central element of human governance	National region and local	Concept of eco-limits is absent from dominant legal, policy, economic frameworks	Embed 'ecological limits' as a foundational concept in Australian economies	Identify and share information about ways that ecological limits in Australia can be understood and practically included in projects and governance, at all scales	Research best practice approaches, create a policy/strategy document that helps NENA members understand how to do this
3	Population growth in Australia needs to be discussed,	All scales of governance	Population issues are either not discussed, or	Bring Population issues into NENA	Identify the most successful approaches for having productive conversations about population	Research project to identify potential ways for NENA members to engage in

	and addressed in a productive way		become difficult/contentious due to immigration and racist themes	discourse and public discourse	Identify and advocate for effective strategies in 'first world' countries, to take action to stabilise population	population discussions and positive strategies
4	Commodification of nature is not sufficient to produce healthy ecological outcomes	All scales	Commodification is prevalent in many areas, including: water, land clearing etc	Replace use of tools and decision making frameworks in government and other spaces, that commodify nature. Replace these frameworks with new ideas and tools built around the inherent value/rights of nature	Identify successful examples of where systems have been changed to 'reverse' the trend of commodifying nature (eg market systems that have created destructive/over extractive use of resources; offsets etc)  Develop a NENA policy guide to help people challenge and replace tools that commodify nature	Identify specific policy, governance and other frameworks that endorse commodification of nature and create advocacy and education campaigns to challenge these existing frameworks
5	Ecological economics needs to be taught rigorously in Australia	National curricula, Universities, State Schools and Private Schools (state level)	Currently, neo-classical economics is the dominant economic paradigm taught in Australia	Increase the availability of ecological economics	Work with NENA Education Hub, to identify ways to influence the teaching of economics in universities and high schools	Collaborative research project to identify current status of economics education in universities and high schools in Australia  Turn research into an advocacy and curriculum development action plan