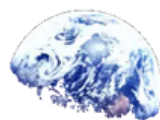


# **strategic plan 2025-26**

the climate centre





## **A commitment to social and environmental equity**

The Climate Centre is committed to advocacy for the betterment of the environment, for reducing humanity's negative impact on the climate system, and the socio-cultural damage that has been caused by human activities. By developing sustainable practices, we can move towards a future where the impact of society is to uplift all peoples and living things, and live sustainably on a healthy planet. We reject the cultural norms that have allowed the destruction of the environment and society to take place. We acknowledge the wisdom in us to improve our way of life, and work towards a hopeful future.



## **Acknowledgement of country**

We acknowledge the Traditional Custodians of the lands, waters, and skies on which we work and live. We pay our respects to Elders past and present and extend that respect to all First Nations peoples.

We recognise that Aboriginal and Torres Strait Islander peoples have cared for country for tens of thousands of years — as stewards of the land, and as a part of it. Caring for the environment requires a deep spiritual connection to place, and we hope that all Australians can embrace similar principles in their lives and take inspiration from the wisdom of Indigenous knowledge and practices. In a time of climate crisis and environmental uncertainty, we acknowledge that embracing these traditions are vital to guide us toward true sustainability.



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## **Acknowledgements**

The Climate Centre relies on a passionate and dedicated volunteer base, without which we would not exist and the work we undertake would not be done. We would like to thank the many individuals who have contributed, do contribute, and will contribute to our work.







## Vision

The vision of our organisation indicates our larger and longer-term view of our place in the world and what we want to achieve.

Our organisation identifies that climate change is the most existential and clear threat to humanity and the environment of planet Earth. The damage caused by human activities have caused mass destruction to ecosystems and communities, and this will continue and accelerate into the future unless massive change to our way of life can be achieved. While human actions have caused this crisis, human actions can also resolve this crisis. One of the critical challenges with this is the ability of stakeholders, including academia, government, and community to find common ground and speak a common language towards a common goal.

The Climate Centre wishes to build a bridge between research, policy and communities to provide useful and relevant information about the ways in which climate change has, is, and will impact local areas. By providing support between stakeholders at a local level it is hoped that solutions relevant to specific communities can be achieved, rather than large scale solutions which often ignore the nuance in differences from place to place, even for adjacent locations.

To become a leading organisation in fostering public understanding, actionable solutions, and professional networks for global environmental and climate resilience The Climate Centre acknowledges that supporting local communities involves addressing global issues and vice versa. We wish to act as a supporting intersection between different stakeholders at different levels to support humanity in its transition to a more sustainable way of living.

## Mission

The mission of our organisation indicates the real-world ongoing mechanisms by which we can implement our vision through actions in the short to medium term.

We view outreach, research, and public advocacy as mechanisms through which we can empower communities and advance knowledge to address environmental and climate challenges.

The Climate Centres aims to advance research and public engagement in environmental and climate sciences by fostering a deep understanding and active participation among citizens and communities through relevant research and the development of digital and dynamic outreach initiatives to inform all stakeholders. This includes supporting both directions in stakeholder relationships, for example informing communities about research relevant to their communities and informing researchers about perspectives of local communities in regards to research activities.

To achieve its mission, specific goals have been identified:

- Conduct rigorous citizen science research in environmental and climate sciences to generate new and relevant insights to bring understanding to our changing world, using both global and local knowledge to address local issues;
- Develop digital tools and material that empower individuals and communities to engage effectively with environmental issues and solutions;



- Engage the public in environmental and climate issues through the creation and dissemination of digital content; and,
- Engage in advocacy to government and community through policy analysis, public submissions and surveys.

## Achievements during 2024-25

The 2024-25 financial year had several achievements for The Climate Centre, including:

- We rebranded from the “Earth System and Climate Centre” to “The Climate Centre”, transitioned to a new website at the new domain [climate.org.au](https://climate.org.au), and embraced new branding;
- We were endorsed by the Australian Tax Office for Deductible Gift Recipient (DGR) status, were approved for the Google Ad Grants program, and received our first donations;
- We established ourselves on LinkedIn and Seek Volunteer to formally advertise for volunteer roles to take on a larger volunteer base;
- We developed a volunteer program with relevant administrative materials for onboarding and inducting volunteers as well as managing and coordinating them as well as meeting legal requirements of taking on volunteers.
- We undertook research on marine heatwaves affecting ecosystems in northern Western Australia, and pumice raft drift affecting local communities in the South Pacific and presented this research at international conferences;
- We established and expanded a policy analysis program involving large scale policy analysis on both environmental and social justice topics as well as contributing to Australian federal government policy submissions relating to climate and environmental proposals;
- We continued production of our podcast series to engage with the public, including interviewing early career researchers in Earth sciences, addressing climate anxiety, and reviewing climate news headlines;
- We adapted our EarthSearch mobile and desktop application to a web environment and maintained this tool as a web application; and,
- We developed and produced the Climate Update series of digital materials relating to data analytics that are relevant to local communities in Australia, and also relevant to a global audience.
- We submitted and were approved for an ocean contribution to the United Nation's Ocean Conference to produce the Global Ocean Climate Update as part of our Climate Update series, which will provide a clear, accessible set of ocean temperature metrics for the world's 100 largest Marine Protected Areas (MPAs).

## Our Strengths and Opportunities

An overall evaluation of our organisation's strengths, weaknesses, opportunities, and threats is useful to know what we can rely on and what areas need improvement or risk management. Knowing these points will help us leverage what resources or capabilities we have, address gaps, and realistically plan our path and the potential risks moving forward. This can help ensure that our strategic plan is based upon reality and plays an important part in our strategic management process.



We identify our strengths to be our highly skilled and passionate membership, who go above and beyond to make our projects happen, despite the fact that being volunteer-based means many of us are juggling our professional and personal lives on top of this. Our range of activities that we have performed and intend on undertaking include but are not limited to the following: climate modelling and forecasting; environmental monitoring and assessment including in-situ and remote sensing; developing digital tools and content; engaging with stakeholders, including government, academia, community, and industry; research and analysis on a variety of topics including fire risk, marine and coastal environments and ecosystems; engaging in professional development activities including attending conferences and internationally relevant training.

We identify that many of our weaknesses are also related to being volunteer-based, as this means that we suffer from high turnover and low membership. This makes it difficult for projects to be properly resourced. Despite these challenges, our commitment to a volunteer-base is due to a belief that helping the planet requires us to *not* be profit-based, as this cultural system has been an underlying root cause of so much of the damage that humanity has inflicted on the environment. However, we must be mindful that given staffing issues we should not over-extend ourselves. For example, the completion of *The State of Policy* report has been delayed due to a lack of ability to properly manage such a large scale project involving a large number of volunteers producing high volumes of content requiring review and oversight.

We identify that our opportunities remain the fact that there continues to be a strong need for stakeholder-relevant climate materials.

We identify that threats to our organisation include social and political changes, which make it challenging to engage with stakeholders, as well as competition from the large number of organisations in this general space, which mean it is easy for us to get lost in the crowd.

## Goals and Objectives

Our goals and objectives are designed to be specific, measurable, achievable, and time-bound targets our organisation wants to achieve. Ensuring our goals are achievable, measurable, and time-bound means they can also be more clearly communicated as part of our strategic planning.

For 2025/26 we wish to achieve the following goals:

- Continue production of our *A Climate of Change* podcast, potentially adapting it to leverage and incorporate material from other projects, such as the Climate Update.
- Continue research relating to climate change and present at national and international conferences and publish in relevant academic journals if and when possible.
- Continue our policy analysis program, focusing less on large scale review and instead focusing on smaller scale projects as part of federal government public submission and consultation.



- Continue producing our Climate Update series of materials for an Australian and global audience. Development and incorporation of the Global Ocean Climate Update will be an important focus of the 2025-26 financial year. We may also consider the development of Android and iOS mobile applications to allow users to view the Climate Update series easily through their mobile devices.
- Develop and expand the Earth System Weather Model as an A.I. weather forecasting system to help support understanding of weather events with respect to climate change.
- Maintain EarthSearch as a web application, adapt EarthEye as a web application, and expand our suite of digital tools by developing an A.I. powered environmentally focused large language model for public interaction to encourage environmental initiatives.
- Develop and pilot the Tourism Climate Impact Survey, which will focus on climate change impacts from the perspective of tourists, and the Local Government Climate Impact Survey, which will focus on areas of support needed by local governments in responding to climate change.
- Develop and pilot the Climate Perspectives program, which will involve looking at written communication and self-expression about environmental issues along with surveying volunteers about their perceptions of climate change and volunteerism.
- The Climate Centre will develop locally focused programs that combine environmental research with community engagement to support climate resilience. These programs will create opportunities for communities to participate in monitoring, understanding, and improving local ecological conditions.
- Apply for UNFCCC accreditation status.

## Resourcing Strategy

To achieve our strategic objectives The Climate Centre needs to allocate sufficient human, financial and other resources.

### ***Human resourcing***

Administrative, reporting and financial responsibilities:

- 1 supervisor (treasurer, HR manager, and/or project manager)
- 1 administrative/financial assistant
- 1 IT person

Policy analysis program:

- 1 senior policy analyst
- 1 or 2 policy analysts





Climate perspectives program:

- 1 project manager
- 20 volunteers

Research program:

- 1 climate scientist

Data analytics program:

- 1 data scientist

Community engagement:

- 1 content creator

Local government and tourism programs:

- 1 project manager
- 2 project officers

***Financial resourcing***

Finances will be required to cover:

- Liability insurance; and,
- DVS identity checks.