



Noosa Biosphere Economic Sector Board

Strategy Scorecard

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The Core Activity Buckets

This document serves to maintain a focus on the strategic direction and activities of the Economic Sector Board.

This year the Board has taken the opportunity to complete a strategic review of its activities. That review encompassed workshops and inputs from many players. Those activities included looking at where we could add the greatest value and the underlying principles that we seek to work from.

As a volunteer board, we recognise that it is neither possible nor desirable to attempt to do everything ourselves. We will seek to leverage off the great work being undertaken by many organisations and individuals across the region. The following chart helped inform our work:

ENTHUSE & PROMOTE	Create a common vision, build awareness and international recognition
ACTIVATE & LEVERAGE	Build powerful coalitions and activate connections so others can act on the vision [including capacity building]
REINFORCE & ACCELERATE	Deliver short term wins and consolidate improvements
LEAD BY EXAMPLE	Create new approaches based on whole system thinking that position Noosa as the pre-eminent Biosphere

Flowing from this work, the Board identified its priority activities under the following buckets:

- **Measuring and monitoring**
- **Engagement**
- **Education**
- **Improvement, attraction and innovation**

The Scorecard

This document is meant to be organic in nature and updates will be shared and version-controlled for continuity purposes

Readers will gain an overview of key activities occurring within each strategic area of focus, along with planned strategies identified to deliver those priorities.

The document will be updated regularly and will form the basis against which progress and success can be assessed.

New objectives and strategies will be incorporated over time and as circumstances demand.

Sustainable development limits / Carrying Capacity (Pop Cap)

Underpinning the strategic direction of the Economic Sector Board is a commitment to the Sustainable Development Limits as a core element of Noosa's future. Considerable work has been carried out in this field over the years. The most recent is the 'Economic Directions – Discussion Paper' which the Board commissioned from Dr Kim Houghton of Strategic Economic Solutions. This paper outlines principles and impacts of pursuing sustainable development in the context of 'carrying capacity' and 'biosphere principles.' The board recognises the synergy between these principles and has based the strategic direction of its activities on these principles.

The Agenda : The following chart gives a high level overview of the Economic Sector Board agenda:

Measuring & Monitoring	Engagement	Education	Improvement, Attraction & Innovation
<p>Carbon footprint Establish footprint / balance sheet - call to arms, leverage, scenarios, productivity gains, create opportunities</p>	<p>Communications Vision, priorities, achievements</p>	<p>Conference on Sustainability Involving UNESCO, key policy makers, scientists, businesses and the community Research, credibility, linkages, PR</p>	<p>Comparative advantage Complement SCRC initiatives, unique selling proposition</p>
<p>Human capital Establish baseline – benchmark, monitor & measure Human Assets.</p>	<p>Community and business engagement Awards, forums, roundtables, website - open funding opportunities</p>	<p>World Biosphere learning Hub Physical and virtual</p>	<p>Leverage efforts of many players Promoting tools, packaging it together, networking, celebrate excellence</p>
		<p>Leverage for capacity building Education / Business partnerships</p>	<p>Centres of excellence Model for industry / business development / R&D</p>

Measuring & monitoring

There are a considerable number of activities and projects occurring in this area, so the Economic Sector Board sees its role as a contributor rather than instigator of projects.

	STRATEGY	ACTIONS	STATUS
Carbon footprint	Work collaboratively with other Biosphere sector boards, Council and interested parties to engage the community to deliver positive outcomes.	Participation in “Benchmarking the Biosphere” and “Climate Proofing the Biosphere” initiatives.	Ongoing
Human capital	Identify additional information / indicators that can be usefully collected and disseminated	Review this area in the light of inputs from the sustainability advisory panel, Council’s Economic Development unit and the output of the Biosphere Systems thinking workshop.	Ongoing

Engagement

	STRATEGY	ACTIONS	STATUS
Communications / Community and business engagement	Ensure that all members of the community have a strong connection with the Noosa Biosphere and are able to actively participate in activities that promote its aims	<p>Use the website to full advantage as a community engagement tool.</p> <p>Conduct regular roundtables on topics of relevance to the Biosphere.</p> <p>Ensure that achievements are celebrated.</p> <p>Participate in the development of Noosa Biosphere community awards.</p> <p>Capture opportunities to raise funds to advance the interests of the Noosa Biosphere.</p>	<p>From Nov 2009</p> <p>Commencing in 2010</p> <p>Ongoing</p> <p>2010</p> <p>Ongoing</p>

Education

	STRATEGY	ACTIONS	STATUS
<p>Conferences</p> <p>To promote increased debate and dialogue on Sustainability, and showcase Noosa Biosphere as a 'Learning Laboratory' for policy making and practices</p>	<p>Establish a biennial event on 'Sustainability Policy & Practices' with UNESCO, key policy makers, leading business and scientific partners</p> <p>To showcase businesses, products and practices in conference, workshops and forums and environments, throughout the Noosa Biosphere region</p> <p>To engage with other Biospheres, in the Australasian region, and subsequently worldwide, to share best practices and support UNESCO's intent for case studies</p> <p>To influence policy making, such that it is more broadly focussed on Sustainability</p> <p>To accelerate collaborative leadership between business, education, government and the community such that we continue to create an open, tolerant, entrepreneurial and risk-taking culture</p>	<p>Develop a high-level overview of the Event, to engage an appropriate Events Organiser with credentials in the Eco-Environmental industry sector.</p> <p>Establish the program, speakers, secure sponsors and manage the event</p> <p>Establish clear, transparent measurements for a successful, environmentally-conscious event</p> <p>Establish reputational measurements for Noosa Biosphere which link with the "Climate-proofing the Biosphere" strategy</p>	<p>Overview completed by end Dec 2009</p> <p>Appointment of Events Organiser 1st qtr 2010</p> <p>Event potentially late 2010</p>

World Biosphere Learning Hub	Develop a virtual hub for the facilitation of learning and research collaboration.	Prepare a concept paper including guiding principles	Dec 2009
	Develop a place based facility for the facilitation of learning, research collaboration and testing	Establish a mechanism to prepare a detailed scoping document of facilities, stakeholders and business model options	1 st qtr 2010
	Create an 'edgeless' environment that encourages participation from educators, industry, thinkers, community and governments across the world	Move to a feasibility study -including funding options.	2010

Improvement, Attraction & Innovation

	STRATEGY	ACTIONS	STATUS
Comparative advantage and leveraging the efforts of many players	Complement initiatives of Sunshine Coast Regional Council and others to create a unique Biosphere selling proposition Promote high value / low impact business	Participation in Business Attraction working group Ongoing engagement / networking with business community - providing a vehicle to share good practice Promotion of established programs including EcoBiz Showcase leading businesses Pursue other opportunities as identified	Underway Link with Roundtables Ongoing Utilise website / media ... potential link with Biosphere awards
Centres of excellence	Review the potential to develop a Centre of Excellence for an environmental industries cluster in the Biosphere	Use events to network these businesses and establish critical mass / momentum	Events organised in 2010