

Summary of SWOT Analysis responses, 11/02/2023 (including Quick Survey responses)

(Last updated – 8 April 2023)

Strengths:

- Reputation – see history briefs
- Knowledge bank, also knowledge and experience of HOPE President within his role.
- Personnel – committed, passionate, reliable, experienced, longevity of volunteers
- List of achievements – completed projects; events held; and publications produced
- Regular updating of our website; posting across 4 social media platforms; monthly newsletter (detailed and holistic – domestic and international activity); regular circulation of media releases
- Longevity
- Lasting connections with groups locally and nationwide
- Connections with other organisations
- Our focus on household options to lessen environmental impact is HOPE's point of difference.
- Covering and interest in a wide range of environmental issues in detail, the newsletter, articles
- Creating opportunities for people to learn and come together
- I think that HOPE has done well in attracting many very competent staff and volunteers and in amassing a vast library of articles. As one of the volunteer researchers, I can only comment on the work of my peers, and I consider the articles to be of a very high standard. Therefore, I consider HOPE does well in attracting and signing up high calibre researchers and writers, and in holding an enviable library of articles.
- The quality and reliability of the information we send out is good.
- Age range of personnel means we can complement each other – i.e. older members have skills and expertise that can be shared with younger members, while younger members bring different skill sets, ideas etc.

Weaknesses:

- Decreased membership
- Inability to attract sponsorship
- Unsuccessful grant submissions
- Lack of funding, fewer funding opportunities
- Lack of donations to HOPE Public Fund
- Pursuing too many issues / scope too broad! Focus on the HOPE Charter – remembering our motto of “Think Global, Act Local”
- Harder to recruit and retain volunteers
- Ability to have paid positions
- Local community information displays
- In my previous volunteer positions, I received immediate face-to-face feedback from my boss, co-workers and clients to my efforts. I received instant appreciation for my work, and I was happy and proud to be a member of the organisation. My experience, so far is that, despite putting many hours into my articles and besides a nice thanks from Frank for each article, I receive no other feedback from clients or co-workers, not even the Editor. Therefore, I consider that HOPE does poorly when it comes to meeting typical expectations of volunteers, such as a) timely appreciation, expressed by management, co-workers and clients, of a volunteer's input, b) feedback to know that the volunteer's work is needed and valuable and c) some on-going social and reputational rewards for membership of the organisation.
- I agree that we might be pursuing too many issues – remember we are Householders' options – what can householders do?
- Recruitment activities are continuous, but retainment is an issue
- Partnered with several other agencies, but minimal return from them on their platforms etc.

Opportunities:

- Undertaking more projects (local through to national) in collaboration and/or partnership with other envNGOs. Support other NGOs.
- Form coalition with other environmental groups as proposed by Andrew.
- A recruitment drive- including advertising in the Herald and reaching out to universities across to recruit student volunteers. Students who volunteer for 6 months with the organisation receive a letter of recommendation from HOPE Inc. Anna will put together a list of contacts of Universities to reach out to and draft an email to send out with an optional flyer for the University noticeboard.
- Promote our campaigns, events and activities more prominently in our newsletter and social media postings, including podcasts and profile booklet
- Look at narrowing scope of work to progress and achieve goals
- HOPE should do more to coordinate the articles into interest areas, maybe called Special Interest Groups (SIGs), perhaps based on the UNSDGs, and to encourage a team approach to each of those SIGs. Perhaps some sort of recognition of, and encouragement to, the researchers who volunteer for the particular SIG should be considered.
- I think HOPE is too fragmented, and because there's no classification of articles, it's very time-consuming to find an article of one's particular interest. By doing less of a shotgun approach to articles, HOPE could cover fewer topics, but classify them for easy location, and, paradoxically, end up doing more!
- Focus on safe disposal of medical waste (a big concern now), food distribution and prevention of wastage, hyper consumerism & its impact on environment (increased carbon footprint) etc.
- Awards program - Is HOPE in a position to offer some kind of annual recognition award to local community groups or small businesses for excellence on any given topic - maybe choose a diff topic each year? A transition group in Brisbane does this and the boost to morale is much appreciated by people working for

Threats:

- Impacts of covid on membership numbers; and volunteer retention
- Lack of interest in Management Committee positions such as President and Vice-President
- Lack of members & volunteers
- Lack of funding
- If we are unable to recruit a President or Vice-President, we could look at morphing with another environmental organisation.
- Many other like-minded groups who may not want to partner with us, simply because they see us as focused on the household and not on broader issues of climate change and its impacts.
- Saying yes to too many activities, and then not putting in 100%

change & struggling on minimal resources. (I think they give a certificate at meetings with speeches and refreshments ...)

- Survey or poll of members asking for their views on future priorities for projects, campaigns, activities, etc.
- I think we could give householders' an option to make noise on issues – email PM or Environment ministers or housing ministers etc. There must be websites where you can say on this issue email so and so and have the text set out – all the people have to do is to add their details, name, email and postcode. Or we could put it on our own website with a link to that page in the newsletter so that each month we are addressing a particular issue. I remember reading about the Biloela migrant family and the instigator of that campaign said that one of the things that got them the result was persistent letter writing (nagging if you will) of the relevant ministers.
- Joining as a remote research volunteer has been a really valuable experience for me so far, and I have found it energizing as well as also having the opportunity to develop further skills, so thank you to everyone who makes HOPE what it is. I agree that many other university students could also benefit from connecting with HOPE and at the same time could contribute well to HOPE's work and mission (as Anna was saying during the meeting), so I will try to get the word out at my own university too!