



# Householders' Options to Protect the Environment Inc.

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## BUSINESS PLAN

### Who We Are

Established in 1988, **Householders' Options to Protect the Environment (HOPE) Inc.** is a national community-based environment organisation which is managed and staffed entirely by volunteers.

HOPE's head office is located in Toowoomba, Queensland and has members and supporters throughout Australia. HOPE hold's face-to-face meetings four times a year, whilst keeping in regular contact with all members and supporters by email and through our website.

HOPE is a non-profit organisation and is not affiliated with any political party.

### Our Mission

Our mission is to encourage people to take responsibility for their relationship with the environment in their daily lives.

### Our Goals

HOPE aims to raise awareness of, and encourage active participation, in waste minimisation and the conservation of energy and resources.

Whether people and organisations live and work in urban, rural or regional Australia, everyone can lessen their impacts on the global environment by adopting sustainable living and working practices at home, at work and at school.

While HOPE endorses individual action, it also encourages people to act together in their local community and in society as a whole to further its aims.

### Our Strategy

HOPE seeks to achieve these goals by promoting its charter through individuals, families, community groups and the media, as well as government and business organisations that embrace the philosophy of HOPE and by encouraging them to spread this philosophy of sustainable living to others.

## Our Objectives

To encourage people and organisations to take responsibility for their relationship with the environment in their daily lives by achieving an individual environment footprint reduction of 5% per year.

To achieve this target, HOPE asks members and supporters to set individual measurable objectives:

- to use as little energy and resources as possible, aiming for a 5% reduction each year
- to create minimal waste, both directly and indirectly, aiming to cut waste by 5% per year
- to prefer, in general, renewable to non-renewable, natural to manufactured, and local to imported goods, by decreasing the negative impact and increasing the positive impacts by 5% each, through changing their spending habits
- to support and promote 'best practice' natural resource management and landcare activities, by being involved in at least one activity per year

## What We Do

**HOPE** encourages people:

- to view environmental problems in their local, economic and global context
- to use what is already there, making the most of existing resources, technology and community networks
- to create, communicate and celebrate lifestyles which reduce consumption and improve quality of life,

**HOPE** encourages communities:

- to act locally while thinking globally;
- to get involved with environment impact-reducing activities; and
- to support campaigns that lobby local, state and federal authorities to develop policies and pass legislation that protects our environment.

**HOPE** advocates sustainable practices by:

- disseminating information to the wider community through information displays, direct e:mailouts and via our website
- issuing press releases to the media as widely as possible to gain exposure for sustainability issues
- making submissions and responding to government white papers and impending policy changes
- being a voice for concerned citizens who may not be heard as individuals

## Our Communication Strategy

**HOPE** communicates with our members and supporters via:

- Website [www.hopeaustralia.org.au](http://www.hopeaustralia.org.au)
- Facebook <https://www.facebook.com/Householders.Options.to.Protect.the.Environment>
- Social media –Facebook, Twitter and Instagram
- E:news bulletin (monthly)
- Ordinary Meetings (quarterly)
- Email – regular updates

**HOPE's** outreach activities include:

- Providing information displays at local and regional community events
- Providing guest speakers by invitation for community organisations
- Organising workshops and seminars on sustainability topics

## **Our Operational Strategy**

In order to achieve our goals and objectives, HOPE will set operational strategies in place:

- To strengthen the HOPE network nationally by increasing our membership and supporter base;
- To encourage our membership to be more actively involved in promoting the HOPE Charter within their respective communities;
- To secure funding from sponsors to help defray our operating costs; and
- To lift HOPE's profile by gaining media coverage, access to legislators and like-minded organisation through affiliations and alliances.

## **Our Affiliations**

In Queensland, HOPE is a member group of:

- Queensland Conservation Council (QCC) <http://qldconservation.org.au/> ;
- Queensland Water and Land Carers (QWaLC) <http://www.qwalc.org.au/> ;
- Qld Protect the Bush Alliance <http://ptba.org.au/> ; and
- Friends of SEQ <http://www.envirobusiness.org/public/page.php?pageId=9>

Nationally, HOPE is either a member group of, signatory to, or supporter of:

- Make Poverty History (MPH) - <http://www.makepovertyhistory.com.au/> ;
- Container Deposit Scheme – Boomerang Alliance <http://www.boomerangalliance.org.au/> ;
- Lock the Gate Alliance (LtGA) - <http://www.lockthegate.org.au/> ;
- Protect the Laws that Protect the Places You Love (PYL) - <http://placesyoulove.org/> ; and
- Transitions Towns (Australia) - <http://www.transitionnetwork.org/>

Internationally, HOPE is a signatory to:

- International Campaign Against Nuclear Weapons (iCANw), <http://www.icanw.org/> ;
- The Earth Charter Initiative <http://www.earthcharterinaction.org/content/> ; and
- International POPs (Persistent Organic Pollutants) Elimination Network (IPEN) <http://www.ipen.org/>

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*(Version 4.3 of Business Plan prepared by Joseph Mula was formally adopted by the HOPE management committee on 13 June 2015)*