



PLANNING DAY MINUTES
 (combined with Nov Board)
Sunday 25th November 2018 (Meeting #10)
Meeting commencing 09:00
Conference Room, Rydges Hotel Fortitude Valley, Brisbane, QLD

GoogleDrive Documents:

<https://drive.google.com/drive/folders/1D9wGnix0HbhhQh8ZyUs35u3UivawyYWp?usp=sharing>

Distribution list: Don Driscoll (President), Nigel Andrew (Immediate Past President & Austral Ecology – Chair, Editorial Board), Amy Hahs (VP - Research), Dieter Hochuli (VP - Student Affairs), Kate Umbers (VP – Membership & Communications), Bek Christensen (VP – Public Liaison & Policy), Chloe Sato (Secretary), Jeremy Huntley (Treasurer), Marie Dade (Bulletin Editor), Pep Turner (EMR – Chair, Editorial Board), Gerry Turpin (Ordinary Director-Indigenous Engagement), Noel Preece (Ordinary Director), Amy-Marie Gilpin (WG Chair - Early Career Research), Euan Ritchie (WG Chair – Media), Jodi Price (WG Chair – Conference), Rachel Standish (WG Chair – Hot Topics), Sacha Jellinek (WG Chair – Practitioner Engagement), Maggie Watson (Book Editor), Toni Stevens (Online Media Manager), Jacky Tierney (Finance & Membership Officer), Gail Spina (Executive Officer).

1.0 WELCOME AND APOLOGIES

1.1 Chairperson's Welcome and Introduction

Don welcomed all to Planning Day 2018.

1.2 Present and Apologies

Present: Don Driscoll (President), Nigel Andrew (Immediate Past President & Austral Ecology – Chair, Editorial Board), Amy Hahs (VP - Research), Dieter Hochuli (VP - Student Affairs), Bek Christensen (VP – Public Liaison & Policy), Chloe Sato (Secretary), Jeremy Huntley (Treasurer), Pep Turner (EMR – Chair, Editorial Board), Noel Preece (Ordinary Director), Jodi Price (WG Chair – Conference), Toni Stevens (Online Media Manager), Jacky Tierney (Finance & Membership Officer), Gail Spina (Executive Officer), Rebecca Ciesarek (Wiley).

Apologies: Kate Umbers (VP – Membership & Communications), Marie Dade (Bulletin Editor), Gerry Turpin (Ordinary Director-Indigenous Engagement), Amy-Marie Gilpin (WG Chair - Early Career Research), Euan Ritchie (WG Chair – Media), Rachel Standish (WG Chair – Hot Topics), Sacha Jellinek (WG Chair – Practitioner Engagement), Maggie Watson (Book Editor).

1.3 Minutes of Previous Board Meeting (October 2018) – for ratification*

Motion: That the minutes of the previous ESA Board meeting be accepted as a true and correct record.

Moved: Noel Preece
 Seconded: Jeremy Huntley
 All in favour: motion carried.

1.4 Minutes of Previous Planning Day (November 2017) – for reference*

Noted.

2.0 ACTION ITEMS FROM PREVIOUS MEETINGS

2.1 Matters Arising from Previous Board & Executive Meetings*

Post-meeting action item table attached to minutes.

AGENDA ITEM #		ACTION ARISING	PERSON
Board	Mar (#2) 18	Discussion regarding perceived impact of ESA advocacy on members' employment opportunities	Dieter/Bek
See Items 4.3, 6.3 & strategic planning workshop			

AGENDA ITEM #			ACTION ARISING	PERSON
Board	Mar (#2) 18		Discuss issues relating to broader impact of perceived advocacy activities on Societies with STA	Bek
See Items 4.3, 6.3 & strategic planning workshop				
Board	May (#4) 18	3.1.1	Board discussion of ESA KPIs.	All Board
See Item 6.2				
Board	May (#4) 18	5.2.1	Research Awards and Student Awards to discuss equity in ESA awards and bring key points about nominations, processes and equity (more broadly) in Awards to Board for PD discussion.	Amy/Dieter
Ongoing. To be undertaken by the Equity WG. Wait to discuss until we have received the equity survey. STA guidelines collected, student awards in line. Nominations/full pool needs further consideration (Research Awards WG to work on), rather than nominations.				
Board	Jun (#5) 18	3.3.1	Discuss alternative revenue streams for development over next 5 years.	All Board
See Item 5.0				
Board	Jul (#6) 18	6.1.1	Discuss ESA pursuing new high-impact scientific journal.	All Board
See Item 5.2				
Board	Aug (#7) 18	3.3.1	Discuss conference options to take back to the ISE Board.	Gail/Gerry
Ongoing. Still waiting for expressions of interest to come out. Unsure of criteria. Indigenous Engagement WG keen to pursue. Cairns based event if undertaken.				
Board	Aug (#7) 18	5.1.2	Discuss implications of mismatch in 5-year Wiley contract with 3-year ESA editorial term.	All Board
See Item 5.3				
Board	Sept (#8) 18	5.3.1	Board recommends that the crowd funding application sits behind the ESA login. Don to email Gail to indicate that ESA Board recommends that ESA crowd funding guidelines/applications sit behind ESA login on website.	Don
Done. Ready to go up onto website. Toni/Gail will make live.				
Board	Oct (#9) 18	7.1.1	Discuss Planning Day agenda and timing and forward to Chloe to distribute.	Don/Gail
Done.				
Board	Oct (#9) 18	7.1.2	Draft discussion paper on impact of perceived advocacy activities. Circulate draft to Don, cc to Gail. For discussion at Planning Day.	Dieter/Bek
Done. See Items 4.3 & 6.3				
Board	Oct (#9) 18	7.1.3	Think of and bring to Planning Day ideas to generate approximately \$100k/year income.	All Board
See Item 6.1				
Board	Oct (#9) 18	7.1.4	Produce a core expenses paper to highlight what might be dropped if revenue reduces in the future.	Jeremy/Jacky
See Item 5.4				

3.0 REPORTS

3.1 Treasurer's Report – Jeremy Huntley

No physical report distributed this month. Nothing much has changed from last month. Financials solid due to conference. Not much benefit in analysis until conference financials analysed. 800 delegates. Likely to be OK!

3.2 Correspondence Report – Chloe Sato*

Correspondence noted.

3.3 Secretary's Report – Chloe Sato*

Annual Secretary's Report along with meeting arrangements for 2018 circulated as a late item, tabled and noted. Absences down in 2018; thank you for sending apologies through to Secretary before monthly meetings!

Board agreed to move April meeting to 24th April 2019, as it currently falls on Anzac Day.

3.4 Online Media Report – Toni Stevens

Website gets 9000 visitors a month. Working with alternative web developers to see how they can assist with website progression. E-news going out without a hitch; spurious subscribers are being investigated. Social media going well with 5000 twitter followers and 7500 Facebook followers. Instagram reactivated and sharing photo comp photos; 300 followers in first week. Will integrate Instagram with photo comp more in 2019, and potentially use Instagram to announce photo comp winners.

May need to rethink the information that is member-only and external to society (i.e. e-news versus Bulletin). Board generally supportive of using the Bulletin as a general consumption communication tool, to encourage people to join the society and increase public awareness of research etc.

5000 e-news members (possibly 1500 spurious), which is about double the current society membership. Toni queried how ESA can become intentional about communication tools, to convert interested readers into members. Amy suggested that shifting the notification of award winners to story-based articles may provide an opportunity to widen subscription base, as well as expose work of ecologists to media.

value proposition for members, how to do get people to become members; what are our communication tools, how do we communicate and convert people to members, but also access the media.

Board agreed that by Planning Day 2019, a communications plan should be drafted. The Communications Plan should outline communication tools available to ESA, strategies to engage members and the community, strategies to convert readers to members, strategies to increase access to the media. Progress during next 12 months but identify WG to lead at February Board meeting.

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_3.4.1	Meet with Bulletin WG to discuss whether Bulletin WG should be general consumption, and if there is capacity to increase frequency of Bulletin.	Toni	March Board 2019

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_3.4.2	Meet with Media WG to discuss modes of ESA communication.	Toni	March Board 2019

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_3.4.3	Compare people on e-news list with those that are or have been members.	Toni	March Board 2019

3.5 Membership Report – Jacky Tierney

Membership overview provided at Planning Day.

1109 members with concession and standard memberships dominating. Gaps in membership fields; need to investigate what people are willing to fill out when joining. During conference time, ESA has many members renewing, as well as increased uptake of membership - less than 5% of the conference attendees are non-members. Rolling membership and series of reminders has allowed us to retain members; this has been a very good initiative.

Membership staying steady; ESA is maintaining membership while other societies seem to be losing members.

Membership database can allow us to target members to complete information; may also be a possibility that when members re-join it is compulsory that they fill out membership information fields. There is a risk that this will turn people off re-joining, but the information allows us to ID gaps but also target opportunities for membership.

Membership WG is looking to further develop the 'interests' section of the membership database. Potential for tick box/drop down that is developed from conference symposia so that members can identify their interests. Conference registration is also an opportunity to identify interests of members; ESA can align membership database with Kaigi's registration database to extract information.

4.0 STRATEGIC PLAN REVIEW

4.1 Strategic Plan Review & Structure – Don Driscoll*

Strategic Aims document circulated as a late item. Assessed progression towards each of the strategic aims and will develop KPIs for each WG that align with aims.

4.2 Strategic Planning Workshop 2019

Will be taking place in mid-2019.

4.3 ESA's role in Advocacy

Moved to Item 6.3.

5.0 ESA JOURNALS AND ALTERNATIVE REVENUE STREAMS

5.1 Market outlooks for journals & implications for society income – Rebecca Ciezarek

Rebecca gave a presentation exploring open Science, disruptors to the industry, and how to move forward and adapt over the next 5-10 years.

Current trends include changing expectations, changing consumption, changing ways to publish and access scientific articles, changing ways in how researchers collaborate (option to read/search/ collaborate online; need to ID content that is credible and relevant; immediacy and ease of access; options for sharing and discussing published work; need for responsive editors and publishers), increase in volume of published research (particularly from China & India but may not reflect Ecology and not all English language publications), increasingly global landscape (increase from 43% to 57% in international research collaborations); and increasing move towards transparency and Open Science.

Expected changes in publishing area and impacts include moving from subscription to open access which impacts way journals are marketed and sold. This, in turn, affects society revenue. Some journals will flourish, and some will not in this new publishing landscape, but ecology is one of the strongest performing open access areas & one of the strongest growth areas for open access.

Open Access is coming and all journals will need to adopt in next 5-10 years. It is worth having a conversation early about whether open access is a financially viable option for Austral/EMR. This discussion should be had with Open Access team; make sure to consider output, what that means in terms of cost, and what is happening in the field more generally.

Likely that as journals move to open access, costs of individual author-paid manuscripts will go down (by how much is unknown). Wiley is not forcing journals to flip as it may disenfranchise those who are unable to pay costs.

Dieter queried whether journals are considering their funding model as, currently, authors produce material but also have to pay for publication (and often review materials for free). Under such a funding model, there is potential for reputation damage to ESA. As a counterbalance, Nigel raised that while there are costs involved, the quality of the final version of the manuscript is higher when using a publisher; the proofreading process is more intensive than perceived. However, Nigel also highlighted that Austral and EMR should consider the payment or reward of reviewers as they are currently unacknowledged.

5.2 Potential new journal for the society – Don Driscoll

Don discussed the development of a third society journal, and its potential structure (high-impact scientific journal OR national geographic style journal for public consumption).

To get to high impact, need to launch and maintain with high-quality research or review papers by people who would otherwise send paper to international high impact journals, many of whom are members of ESA.

Nigel raised that this type of journal would be a tall order as a few high-impact journals have been released recently; market-drive in China is strong so we may not be able to capture that audience; and it may be difficult to shift influential ESA authors. Gail also argued that the journal would need to be bigger picture than ESA; is there another benefit to this initiative? And can we get other southern hemisphere societies to back this? Scope needs to be defined and it would be a long-term project to get high impact.

Board did not support a National Geographic-style journal as this area is struggling with well-established players, and Wiley would not get involved as unlikely to be viable.

5.3 Changes resulting from new Wiley contract – Nigel Andrew

Associate Editors and reviewers are not acknowledged financially; could use some of profit from journal for a reviewers' award at ESA conference (based on review quality and timeliness). Potentially move to a system where reviewers are paid for their services and/or discount for Associate Editors to attend conference through nomination, or stipend etc.

Also, no longer have defined amounts for rewards (comes as bulk honoraria/award funds), so there is potential to change/move around funds; possibility of offering more funding to ECR travel grants.

Another potential option, given that Wiley no longer has a booth at the ESA Conference, is for Wiley to sponsor writing workshops. This could form part of the tailored marketing plans. Tailored marketing plans can be developed for individual journals, with a marketing plan scheduled for Feb 2019 for EMR/Austral. This would be a basic plan with some consultation from ESA. Rebecca to check consultation timeframes for ESA.

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_5.3.1	Table a report for the Board outlining ECR awards, associated amounts allocated to each in 2019, and to whom they are awarded.	ECR WG	March Board 2019

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_5.3.2	Follow up consultation timeframes for Austral/EMR marketing plan with Rebecca Ciezarek.	Don/Gail	February Board 2019

5.4 Outlook for society funding into the future – Don Driscoll/Jeremy Huntley

To run society as core business is approx. 200k per year; Wiley related income is about 200k per year, non-Wiley income is 100k (conference, investments, donations etc.) There is a big gap. Society will continue to exist and can continue self-funded grants, but there would be no value-add.

How can we maintain or grow income to try to fill some of the gap that is going to inevitably come? Also, worth keeping in mind that if we cut back to core business, we will be a less attractive society for members; cut backs are part of the reason why other societies are not faring well.

- 1) Accreditation? Certified Environmental Practitioner Program already done. Fee-for-service training that could contribute to accreditation/certification (Environmental Practitioner Program). Attraction for practitioners that you attend conference to get PD points. As a society, possible.
- 2) DGR status. Look to develop dedicated future fund and request donations to fund, but need to define what can we offer in terms of donor recognition. This requires being more intentional about philanthropy strategy; matching what people put in etc. However, also need to have flexibility in funding arrangements; if looking to replace operational funds, it may not allow ESA to be as flexible as it needs to be. Finally, requires dedicated relationship management.

ESA would need additional capacity to take prospectus and talk to investors, as well as investigate other opportunities. Specific skill set/experience required for this role, and likely need someone on the Board that has this skill set.

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_5.4.1	Develop prospectus (future fund framework) of potential funding projects, investment story, value proposition of ESA etc. that can be given to potential investors.	FGWG/Toni	Planning Day 2019

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_5.4.2	Invite Perpetual Board member to attend Planning Day/Strategic Planning Day to discuss potential Future Fund.	Gail	May Board 2019

- 3) Induction into science and corporate responsibility to climate change/ecological sustainability. Target corporate sector and/or incoming councillors/politicians at start of term: price points? Registration? Need to be RTO? Is it possible for ESA to facilitate this training via academic networks? Costing model for the facilitators versus what we get out of it to see if it is viable?

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_5.4.3	Research requirements to become Registered Training Organisation, and competition in the pace of climate change/ecological sustainability training for corporate/political sector.	Gail	Strategic Planning Day 2019

- 4) Look at revenue and work out how to spend it more efficiently. Conference (large conference and smaller regional/mini conference models; target areas that have incentives to hold conference in particular areas), memberships – need to target dollars to chase and then work backwards to costs (membership costs, other inputs) etc. Need to target new membership sectors and implement strategies to make society more attractive to them.
- 5) Sell naming rights to awards and prizes? Some have naming rights, and some don't.
- 6) Sell more calendars? Or expand merchandise to greeting cards and prints of award winners' photos (with limited edition run/exclusive licencing agreement) in ESA shop. Also, possible to have members sell items through shop with ESA taking a % of the profit (with seller responsible for dispatch etc.)
- 7) Conference: Focus on day registrations; plan a program that makes it appealing to day registrants. LOC largely deals with that and tends to only work in the bigger cities. However, could theme days knowing that it would appeal to particular departments, or request themes that day registrants want and deliver through a symposium (with potential for symposia to be accreditation tools).

6.0 WHAT ARE WE DOING NOW?

6.1 Round Table Discussion – all

Oversight	Working Group	Chair	Notes
			Meet as needed by phone.
President	JOURNALS	Don Driscoll	<p>Austral 2019 goals: manage new ms types (ecological toolkits & natural history notes); increase ms impact (more exposure & ECR commentaries); Nigel to visit associate editors/authors in S. America. 5-year goals: increase exposure of papers; increase impact without changing publication philosophy (e.g. comics for issues or papers) – student contributions, robust local science, abstracts in another language; increase IF towards 2 by 2020; increase awareness of Austral in S. Hemisphere; increase quality of publications submitted to Austral. Small bid: Austral Award (ECR Review), pay reviewers (\$100 per review)/associate editors (\$1000 per year) for quality reviews/assessments. Journals WG to consider.</p> <p>EMR 2019 goals: review of last 20 years and looking forward to the coming years, unpublished backlog of two journals in advance (looking to have articles in reserve), increase promotion of 'online EMR' to practitioners, virtual issue of already-published features, more project summaries, maintain promotional affiliate relationships with practitioners NGOs. 5-year goals: editor transition, promotion of online only. Small bid: convert feral horse section to special, special on climate change (linking science, practice & policy – in partnership with Climate Council?)</p>

Oversight	Working Group	Chair	Notes
	INDIGENOUS ENGAGEMENT	Gerry Turpin	<p>One face-to-face annually with quarterly online meetings.</p> <p>2019 goals: enhance indig. Initiatives (Hot Topics: Indig. Burning, postgrad day, EMR special issue, Indigenous Engagement WG on website), engagement workshops & cultural awareness training, draft guidelines for ethical ecological research. 5- year goals: ISE conference bid, indig. ESA post grad scholarship/top-up grant for indig. Students, National Indigenous Scientists Network. Small bid: Indig. Engagement workshops including Ranger Groups, ESA Indig. Symposium. Large bid: Postgrad scholarship/top-up, indig. Training workshop where ESA members teach TO rangers how to sample & monitor biodiversity (accreditation), ISE Conference bid.</p>
	ACADEMIC FREEDOM	Don Driscoll	<p>Face to face meeting at ESA17, but email and phone meetings primary communication.</p> <p>2019 goals: analyse survey results, discuss ESA response, response discussion document, implement actions. 5-year goals: need to await survey, expect ongoing campaign (cross-disciplinary links – including STA and AAS). Small bid: Academic freedom award (possibly to employer who does it or promotes it), employ staff to establish cross-disciplinary links. Large bid: national campaign for legislative change.</p>
VP Student Affairs	STUDENT ACTIVITIES & AWARDS	Dieter Hochuli	<p>Coordinate awards is main action.</p> <p>Not sure what students want: lack of career path and how postgrad programs affect wellbeing. Possibly outside remit of WG.</p>
	EDUCATION	Vacant	<p>2019 goals: Develop ToR, look at scholarship underpinning ecological education (Schools, tertiary, citizen science)</p> <p>Symposium at conference to bring dynamic players together to look at evidence and science that underpins education. Engage across broader remit, not just schools.</p> <p>Publications for teaching practice (as done by US ESA) – could form part of the new ms being explored by Austral.</p>
VP Research	EARLY CAREER ECOLOGISTS	Amy-Marie Gilpin	<p>Amy-Marie looking to step down as Chair. Fluctuating group of people in the WG – want a slightly larger size to progress objectives and work is being shared around. Meet via Skype and email.</p> <p>2019 goals: peer debrief at conference (rather than formal mentoring program), resource package from ESA18 WS that can be published on website (cover letters, resumes etc.) – potentially develop into ECR resource page on website, cultural awareness training for ECRs (frame more broadly as other cultural contexts) – could form standard part of postgrad day. Small bid: funding for regional/roadshow workshops – take</p>

Oversight	Working Group	Chair	Notes
			materials from ESA18 WS and deliver in different locations. Large bid: More ECR awards, funding to travel to international conferences, Wiley NetGen Award (fund individual or individual getting help – modify how grant is being awarded i.e. no budget needed?), ECR career interruptions – bridging or boost to get back into work award.
	RESEARCH CHAPTERS	Vacant	<p>Quiet for this WG. Two nominal members. No meetings this year. Meeting with convenors at ESA18 conference to ID needs and do recruitment drive.</p> <p>2019 goals: reactivate WG, get forms/processes/supports into wiki document. Needs to be clear and available.</p>
	RESEARCH AWARDS	Amy Hahs	<p>Look to get up and running in 2019. Once group nominated, then face-to-face meeting to kickstart group, followed by 4-5 additional meetings next year. Identify strong chair then let them drive development and progression of group.</p> <p>2019 goals: boost nominations process inwards and outwards. Small bid: promoting awards and how we do that (promotor & support person), protocol in place for doing that. Large bid: additional awards, face-to-face meeting.</p>
VP Member Communications	EQUITY	Vacant	<p>Plan to meet quarterly, with regular email contact.</p> <p>2019 goals: analyse results from E&D survey, develop strategic priorities & ID initiatives based on results, further develop E&D governance framework. 5-year goals: explore ways to support professional ecologists in the workplace & in society, explore affiliation with Athena Swan. Small/Large bid: depend on survey results, but no bids ID at this stage.</p>
	CONFERENCES	Jodi Price	<p>One face-to-face annually and meet quarterly.</p> <p>2019 goals: develop year-round conference website, develop mini-conference and partnering initiatives, deliver ESA19 & groundwork for 2020/2021. 5-year goals: Austral Ecology 2020 60th anniversary event, Ethnobiology 2020 conference and INTECOL 2025 bids, explore ESA conference accreditation with PC programs, develop sustainability guidelines for conference. Large bid: partner events outside of annual conference targeting different cohorts.</p>
	PRACTITIONER ENGAGEMENT	Sacha Jellinek	<p>Meet quarterly.</p> <p>2019 goals: recruitment drive, practitioner WS at ESA 19, better recording of practitioners in membership database. 5-year goals: increase recruitment, increase delegates at ESA conference, practitioner awards and grants. Small bid: face-to-face meeting to progress ideas, practitioner targeted award/grant. Large bid: professional</p>

Oversight	Working Group	Chair	Notes
			development accreditation program, practitioner focused events.
	BULLETIN	Marie Dade	New editor in 2018. 2019 goals: develop online platform similar to The Conversation, recruitment for Bulletin WG due to expected turnover, look at increasing advertising in the Bulletin. Small bid: website design & development for proposed online platform.
	MEMBERSHIP	Kate Umbers	Meet quarterly. 2019 goals: upgrade membership database, populate member info fields, leverage off Holsworth to increase membership. 5-year goals: use data to inform planning, recruitment and retention, get more WG members (integration across WG). Small bid: database upgrade, additional hours for database support.
VP Public Outreach & Policy	MEDIA	Euan Ritchie	Teleconference every 2 months & email contact, secretariat support from Scientell. 2019 goals: media mentoring program, expand social media impact. 5-year goals: ecology stories in the media, demonstrate value of work that ESA members undertaking, increase media training & resources for membership (particularly for ECRs). Small bid: twitter mini conference on ESA Hot Topics, podcasts & profiles on ecologists in action.
	POLICY	Bek Christensen	Teleconference & email contact with support from Cara Marshall for faunal extinction submission. 2019 goals: better coordination of input from members for submissions, strengthening working relationships with other orgs in this space, factsheets. 5-year goals: legislative scans/proactive approach to policy, resources for members, bootcamp, building connections with parliamentarians/ government contacts. Small bid: secure p/t 'Policy Support Officer'. Large bid: permanent staff located in Canberra to build relationships and navigate the landscape to advocate issues for ESA.
Treasurer	FINANCIAL GOVERNANCE	Jeremy Huntley	Large bid: External consultancy and sign off to give certainty that we are doing the right thing. Scenario for the lack of Wiley funding (rebuild business model).
	FUNDRAISING & SPONSORSHIP	Vacant	Not active.

Other goals and potential bids included:

For Hot Topics: meet annually at ESA conference; 2019 goals: encourage more submissions, recruit more female editors, publish topic 6 Hot Topics for 2018, Hot Topics symposium a regular item at ESA conference, and revise evidence spreadsheet.

For STA Membership: 2019 goals: Policy WG attendance at Science meets Parliament, potential involvement in Superstars of STEM (ESA members nominated, awaiting outcomes), involvement in STEM Ambassadors (one ESA in pilot program), build relationship with new cluster representative, and continue semi-regular contact with STA staff.

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_6.1.1	Draft report outlining what is involved in accreditation of practitioners, cost-benefit analysis to ESA of offering accreditation opportunities, and which groups can benefit from the provision of ESA-branded accreditation.	Practitioner WG	Strategic Planning Day 2019

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_6.1.2	Collate bid ideas and send to Board. WG Chairs to look for synergies in bids, then FGWG to prioritise bids.	Chloe	February Board 2019

6.2 KPI Development Session – Don Driscoll*

KPI Development document circulated as a late item.

WG Chairs and Board members formed discussion groups and identified potential KPIs for each strategic aim. Need to develop further as part of the Strategic Planning Workshop in 2019.

AGENDA ITEM #	ACTION ARISING	PERSON	DUE BY
PD_Nov_18_6.2.1	Work through and further develop KPIs for WG for which they have oversight.	VPs	Strategic Planning Day 2019

6.3 ESA's role in advocacy

Discussed at Planning Day 2017 and several Board meetings. Pre-discussion before Strategic Workshop mid-2019. Opportunities and risks associated with advocacy.

ESA undertakes advocacy works via letters, submissions, appearance at Public Hearings (on invitation) and meetings with policy-makers/decision-makers. Individuals within the ESA use the media, however ESA position not represented in media.

Mandate for advocacy in ESA constitution, particularly under Aim 4 for external outreach initiatives. Current approach has been informed by implicit assessment of benefits and risks including Loss/gain of members; loss of reputation or give members/ecology a voice; turn off potential donors or make us more attractive; risk to DGR status or increase our profile/profile of ecology; reputational risk to members OR may make a difference to something that matters; make it harder to develop/maintain relationships OR may enhance voice.

In terms of ESA's approach to advocacy, we must focus on our unique value: an evidence-based, professional society, with an expert membership, that provides non-partisan, constructive feedback. ESA points to solutions, where possible, and identifies as society ready to help. All ESA-branded feedback and advice is endorsed by the Board prior to release.

Future considerations include coordinating with other organisations to maximise the impact of advice (or can we value-add to or strengthen discussions already being developed?), monitoring and evaluating member attitudes towards advocacy-related activities (including improved two-way communication with membership about advocacy-related activities), monitoring and evaluating impacts of advocacy-related activities, and how ESA will act if advocacy and DGR status become incompatible.

Nigel raised that Hot Topics could be used more effectively for advocacy purposes. Hot Topics are meant to be dynamic and represent all ecology on a particular issue. Using Hot Topics for advocacy purposes would also help ESA move away from position statements. Where Hot Topics do not address advocacy-related issues, Board should be able to strategically commission topics based on the submissions that we are putting together. Further, when the evidence isn't clear or when there is disagreement in the ecological sphere, need to reflect the line of evidence.

If Hot Topics become more aligned with advocacy issues, then it is possible in time that strong advocates will go straight to the website to get information, and the position of the ESA won't be compromised.

7.0 GENERAL BUSINESS (DISCUSSION and/or Voting)

7.1 EcoTas location in 2021

New Zealand Ecological Society want it held in Rotorua in 2021. Open to being flexible but need to think about MOU agreed to in 2017. Possibility to forget next EcoTas and partner in the 2020 Austral Ecology venture.

7.2 Strategic Planning Workshop 2019

Initial plan for workshop to take place in June 2019; Friday afternoon through to Sunday afternoon. Gail to send around Doodle Poll to work out exact dates – not long weekend, but potentially last weekend in June.

8.0 ANY OTHER BUSINESS (For Noting or Information Only)

No other business raised.

9.0 NEXT MEETING & CLOSE

Next Board Meeting – 28 February 2019.

Meeting Closed 17:15 pm

*Papers related to this agenda item are attached, or were circulated via email prior to the meeting.