



Organisation
Systems
and Capacity
Building

Make Better Decisions

There's an old adage: to change the world, first change yourself. And it's equally true of organisations. By understanding your own culture, capabilities, practices and systems, you can construct successful decision-making processes and achieve a culture of sustainability.

Underlying all our work is our ambition to enhance the strategic planning, learning and decision-making capacity of organisations. Developing organisation systems is all about identifying the gaps between your current and future desired state, setting goals, and devising the necessary activities to achieve them.

Futureye has developed the Eysis© Delivery Measure to close these gaps, and put your goals into practice.

Our services

- **Skills assessment and development**
 - How do you measure capabilities?
- **Gap analysis** – How do you assess and develop systems?
- **Internal change and culture analysis**
 - How do you fix the gaps?
- **Systems development** – Making the system proactive
- **Structure and culture** – Effective change architecture for sustainable development
- **Education, training and innovation workshops** – How do you instigate culture change?
- **Monitoring and reporting** – How do you evaluate progress?



Futureye
Real solutions to real dilemmas

Great Barrier Reef Marine Park Authority (GBRMPA) Case Study

The brief

The rezoning of the Great Barrier Reef Marine Park incorporating an increase from 4.6% to 33% 'No Take' areas is Australia's largest public consultation process with more than 30,000 submissions and over 1000 meetings. Although the processes and efforts employed by the Authority were generally very successful in building broad community understanding and support following the rezoning the Great Barrier Reef Marine Park Authority (GBRMPA) was faced with segments of outraged and vocal fishing interests, both commercial and recreational. The organisation hired Futureye to review their consultation process, community engagement capability and provide advice to the Authority on how it might improve its performance in this area.

The solution

Futureye used its Eysis™ Delivery Measure to assess community expectations and GBRMPA's cultural capacity to respond. We undertook a qualitative and quantitative assessment of GBRMPA's stakeholder engagement mechanisms, engaged more than 600 internal and external stakeholders through one-on-one interviews, forums and on-line surveys. The results of the data were segmented to understand how critics, supporters and employees describe their expectations and perceive the organisation's capability. The results of the analysis formed the basis of a series of recommendations to enhance GBRMPA's effectiveness.

The result

Our recommendations were endorsed by the Federal Minister for the Environment and the Authority Board and the report made available to the general public. The Authority has now taken great steps towards implementing many of the recommendations contained in our report, including making changes to the roles of office holders, Authority functions, accountability frameworks and consultation mechanisms so it can respond more effectively to community concerns and criticisms.

Since receiving our report GBMPRA has:

- Opened regional offices along the Reef coastline to build stronger local community links and provide accurate knowledge of local issues and concerns;
- Restructured its organisation to ensure senior level oversight of engagement, issues management and inclusion of such considerations in management and strategy; and
- Initiated projects that will enable enhanced understanding and engagement in the community, such as: the development of a web-based presentation of the social and economic profile of the Great Barrier Reef Catchment Communities, and development of multimedia software for an interactive information booth to further knowledge and understanding of the wetlands in the Great Barrier Reef Area.

“Newcrest's Cadia Valley Operations (CVO) had in place a number of community relations programs. Futureye has helped us better understand who our stakeholders are, what motivates them and what are some of the bigger picture drivers which we need to consider... Futureye is our community relations coach which benefits the whole community team at CVO.”

Greg Morris, Environment Manager – Cadia Valley Operations, Newcrest Mining

“The Great Barrier Reef Marine Park Authority is well placed to modify internal cultures and to better engage with our multitude of stakeholders as a result of your expert and insightful advice. The perspectives you brought to the consultancy are highly valued and on both a personal and professional level. I believe your report is of real assistance to our organisation.”

Hon. Virginia Chadwick, Chair, Great Barrier Reef Marine Park Authority

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