

CREATE YOUR OWN ECOSYSTEM MAP



Ecosystem mapping can be a collaborative, creative and valuable tool to aid strategic thinking, planning, and decision-making prior to implementing a Grow Your Own (GYO) program. It provides a great way to visually grasp the key players, relationships, opportunities and environmental factors at play. Ecosystem mapping works best when it is done collaboratively. Not only does it encourage engagement but it can also provide greater insights.

Step 1: Determine what you want to accomplish

Step 2: Identify the different stakeholders in your GYO ecosystem. Consider:

- **Key allies:** your primary partners and complementary organisations that support the same cause
- **Resource providers:** the people who can contribute time and/or money, as well as knowledge, information and networks relevant to your program
- **Beneficiaries:** those who stand to gain from the program including your clients, customers, job seekers, existing employees - even those that may not benefit directly
- **Influential parties:** those with power and influence who may be able to promote your program such as the media or local Elders

These categories are not mutually exclusive. You may find that some of the stakeholders take on more than one role.

Step 3: Identify the environmental conditions impacting your program. Consider:

- **Government:** current government strategies, training and employment programs and funding
- **Research:** relevant studies, workforce data, trends
- **Demand:** service demand drivers, opportunities, challenges
- **Economics:** local economic health and future prospects
- **Culture and demographics:** local cultural influences, customer and job seeker demographics, social networks
- **Infrastructure:** access to transportation, housing, schools, universities, training providers, communication

Step 4: Discuss, reflect and strategise

The map is only beneficial if it leads to discussion, reflection and greater insights that assist strategic planning. Identify what steps need to be taken to accomplish your goal. Discuss opportunities and ways to overcome potential challenges. Consider if there are other partnerships that need to be explored, or if there are any environmental conditions that need to change, and can be changed, to progress your GYO program.