



Action for the Ocean

Strategic Plan 2026-2030

Vision

A thriving ocean for a healthy planet.

Mission

We are the guardians and voice for Australia's ocean, coasts and marine life. We organise and mobilise a powerful community of ocean champions to demand and secure the laws, policies and practices needed to ensure a healthy and thriving ocean for all that depends on it.

Values

Passion, integrity, courage, solidarity, effectiveness, innovation.

Our Plan



Driving Climate Action for the Ocean

- No new offshore fossil fuel development and accelerate the phase-out of existing production.
- Ensure decisions on offshore renewables are informed by science, protect nature, and respect communities and First Nations peoples.
- Lift national climate ambition to safeguard marine and coastal ecosystems.
- Governments take action to build the resilience of the Great Barrier Reef, including reducing deforestation and improving water quality.



Protecting Threatened Species and Habitats

- Secure strong national and state laws to prevent extinction and drive recovery.
- Ensure sustained public investment in marine species protection and habitat restoration.
- Halt decline and accelerate recovery of key at-risk marine species and ecosystems.
- Reform high-risk fisheries and aquaculture to reduce harm to wildlife and habitats.
- Cut plastic pollution at its source through ambitious state, national and global action.



Safeguarding Critical Ocean Places

- Secure a science-based expansion of fully protected marine sanctuaries in federal waters.
- Strengthen protection of priority marine areas in state, territory and international waters.
- Protect Australia's most valuable ocean and coastal places from destructive threats.



Building the Movement for Ocean Protection

- Lead a compelling national narrative that makes ocean protection urgent and inspires action.
- AMCS demonstrates leadership and influence across governments and marine stakeholder groups.
- Grow and mobilise a powerful, diverse movement to secure lasting ocean protection.
- Strengthen collaborations across First Nations, communities, business and civil society to drive systemic change.



Ensuring a Strong, Effective Sustainable Organisation

- Embed reconciliation and meaningful collaboration with First Nations peoples across our work.
- Invest in and empower a high-performing, values-driven team.
- Ensure systems, governance and operational foundations support growth.
- Build a diversified, ethical and financially resilient funding base.

How we do it



Collaboration and leadership

We build powerful alliances and lead coalitions to amplify impact.



Policy and influence

We shape laws, protections and public investment through trusted relationships and policy expertise.



Evidence-led advocacy

We ground our campaigns in science, data and lived experience.



Communications and community power

We shift narratives and mobilise people across Australia to create momentum that leaders cannot ignore.

