

STRATEGIC PLAN TOWARDS

ENGAGING PEOPLE IN CONSERVATION

20 30



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Nature Foundation SA...

is an apolitical not-for-profit foundation that invests in **conserving, restoring** and **protecting** South Australian landscapes, flora and fauna to ensure their survival.

We aim to lead the way in sustainable nature conservation.

We invest in a broad portfolio of activities including:

- Increasing the area protected for nature conservation
- Environmental watering and water purchase
- Education and citizen science
- Creating enduring partnerships
- Multidisciplinary conservation management
- Scientific research
- Raising funds for nature conservation
- Carbon abatement

Nature Foundation SA is committed to scientific research to address critical knowledge-gaps about our ecosystems.

Knowledge underpins Nature Foundation SA's work to ensure we are making the most efficient, effective and valuable contributions to nature conservation.

Conserving nature is critical to the health of all human populations.

Our vital nature conservation work is needed to sustainably manage South Australia's unique biodiversity, landscapes and waters for future generations, and to connect with and inspire more people to conserve our beautiful natural environment.

We are respectful of the cultural integrity of Aboriginal Traditional owners. Our Strategic Plan will be accompanied by an annual Business Plan.

Our Vision, Mission and Cultural qualities

Our Vision

Inspiring people to connect with and conserve the natural habitat of South Australia for future generations

Our Mission

Engaging people, resources and good science to conserve the precious habitat of South Australia



Our Cultural qualities



Connected

We are agile and adaptable, connecting communities through nature



Innovative

We are creative and resourceful in tackling major environmental issues



Accountable

We strive for excellence in everything we do, holding each other to account, and working to the highest ethical standards



Caring

We care about each other, what we do and why we do it, we believe in the power of nature to transform lives



Inspirational

We inspire and create enjoyment through nature



Adventurous

We are bold and adventurous in our pursuit of conservation outcomes

We have expertise in:

Carbon offsets

Fund-raising

Climate adaptation

Kids on country

Conservation land
management

Significant environmental
benefits

Ecosystem monitoring
and assessment

Social research

Environmental education

Terrestrial ecology

Environmental offsets

Wetland and
floodplain restoration

Facilitating nature
science research

Youth engagement

Our goals:

ONE

Increasing areas of habitat are conserved and enhanced for future generations

TWO

Nature Science knowledge that leads to evidence-based decision-making

THREE

Nature is better understood and valued

FOUR

Engaged communities that support resilient habitats

FIVE

An inspirational organisation that is financially secure and achieves operational excellence





GOAL ONE

Increasing areas of habitat are conserved and enhanced for future generations

OBJECTIVES

- Our Nature Reserves are examples of excellence in private conservation management where biodiversity conservation gains are achieved through landscape scale initiatives
 - » Actively plan for and achieve excellent conservation outcomes on our reserves
 - » Develop carbon offsets as a conservation strategy
 - » Actively monitor trends in the condition of threatened species
 - » Have specific plans for each nature reserve to conserve ecosystems and threatened species
- Understand and communicate the impact of invasive and other species on habitat loss and restoration
 - » Annually collect population data on invasive species on nature reserves
 - » Actively reduce the impact of invasive species, overabundant species and vagrant livestock
 - » Have a specific work program targeted at each priority invasive species on each reserve
 - » Maintain our fencing assets to prevent incursions of domestic stock
- Protect threatened habitat for future generations
 - » Actively promote and secure environmental watering programs
 - » Expand the area of water dependent ecosystems protected
 - » Expand the area of high conservation value landscape protected
 - » Work with private landholders to increase the percentage of land protected in South Australia
 - » Seek out partnerships to grow the national reserve system
 - » Develop partnerships with Aboriginal people who are Native title holders to enhance conservation outcomes and increase cultural understanding
 - » Establish a network of private land conservators in SA
 - » Seek out and engage the next generation of conservation volunteers
 - » Protect vulnerable habitat by identifying areas of conservation priority and add it to the reserve network



GOAL TWO

Nature Science knowledge that leads to evidence-based decision-making

OBJECTIVES

- Develop a systemic approach to creating evidence that supports conservation of species and habitat on our nature reserves and areas under our care and control
 - » Use the latest information to guide project design
 - » Increase the use and dependence on spatial data for land use condition monitoring
 - » Understand and interrogate our own and others' existing scientific knowledge and data sets, including ecosystems hydrology
- Expand ecological knowledge that supports sustainable ecosystems
 - » Advocate for the importance of, and carry out additional baseline and ecosystem monitoring
 - » Enthusiastically initiate multi-partner/multidisciplinary research to expand the reach and impact of the research
- Be a collaborator and research partner of choice and facilitator to expand the influence of our research
- Attract students to nature science through scholarships, grants, fellowships and internships
- Annually run a university student grant program advancing the science-based decision-making for our organisation
- Promote research outcomes on our properties and across the sector
- Increase ecosystem resilience as climate change impacts on our reserves and the landscapes upon which we work
 - » Actively engage with collaborators on climate change adaptation
 - » Include climate change in all planning and decision-making
 - » Grow our water portfolio to increase environmental watering programs

GOAL THREE



Nature is better understood and valued

OBJECTIVES

- Involve more people and communities in nature conservation
 - » Identify partners and work on issues of common interest
 - » Partner with organisations well-regarded by people within target demographics
- Engage with stakeholders and influencers in a manner suitable to their needs
 - » Identify new communities of interest and audiences
 - » Identify and use communication technology most suited to stakeholder needs
 - » Develop information products suitable for direct application by conservation managers and landholders
 - » Develop succinct narratives for scientific and policy findings, including two-page executive summaries for all major projects
- Embed Aboriginal Cultural Knowledge in all that we do
- Develop relationships with land management influencers to achieve better environmental outcomes
 - » Be an active contributor to policy development with both the State and Federal Government
 - » Be an active member of influential alliances at state and national level
- Increase our credibility and profile locally, nationally and internationally
 - » Regularly profile what we do and our points of difference
 - » Deepen our relationships with partners and collaborators
 - » Advocate for the environment
 - » Arrange open days on our reserves and landscapes on which we work



GOAL FOUR

Engaged communities that support resilient habitats

OBJECTIVES

- Our conservation supporter base is highly valued and engaged
- Volunteers are valued and supported
 - » Create a community of conservation volunteers
 - » Engage with partners to foster connections to bush and urban environments
- Vibrant experiences are provided for supporters
- Aboriginal people who are Traditional owners are actively involved in our business through activities relevant to their needs
- Within the International Union for Conservation of Nature guidelines enhance ecotourism offerings to connect people with nature
- Promulgate the positive impacts of environmental watering regimes within water dependent communities
- Build our membership and donor base

GOAL FIVE



An inspirational organisation that is financially secure and achieves operational excellence

OBJECTIVES

- Create a sustainable organisation by being aspirational and ambitious in a quest for funds
 - » Develop a financially independent Water for Nature program to restore wetlands and floodplains
 - » Increase our profile in the corporate and philanthropic sectors
 - » Have a targeted appeal strategy to advance nature conservation priorities
- Be a highly professional organisation with a high standard of governance at all levels
 - » Attract the best possible people to serve on Council committees, the staff team and as volunteers
 - » Invest in the development of our people
 - » Review Council governance and performance every 2 years and implement the recommendations
- Understand and be alert to changes in external policy and the implications
 - » Actively participate in policy development and design where it impacts the nature conservation goals and activities of Nature Foundation SA significantly
- Ensure our costing framework brings stability and increases the viability of Nature Foundation SA
- Maintain a fit-for-purpose
 - » Risk management framework
 - » Infrastructure
 - » System of policies and procedures
 - » Work Health and Safety system
 - » Corporate structure
- Invest in our people to promote a positive and innovative culture and to enhance the value of our collaborations
 - » Recognise, reward and celebrate excellence
 - » Provide Professional Development to attract and retain people
- Increase our financial security for future generations
 - » Increase the capital base each year
 - » Perpetual endowment fund to increase annually
 - » Increase the membership and participation in the bequest program



WE'D LOVE TO HEAR FROM YOU

Drop in: 32 Holden Street, Hindmarsh SA 5007

Post: PO Box 448, Torrensville Plaza SA 5031

Phone: 08 8340 2880

Email: naturefoundationsa@nfsa.org.au

 facebook.com/NFSAI  [@NatureFSA](https://twitter.com/NatureFSA)

www.naturefoundation.org.au

