



Organisational Strategy

2021-2025





Our mission

To deliver landscape-scale solutions for healthy and productive ecosystems.

Who we are

- We combine intimate knowledge of our region with world-class natural resource management expertise and a collaborative approach to co-designing solutions.
- We're a not-for-profit, non-government organisation that delivers sustainable solutions to environmental challenges.
- For 20 years, we've worked with the community to protect and enhance the South West's unique natural environment.
- We work with Traditional Owners as custodians of one of only 36 global biodiversity hotspots.
- We support the agricultural industry to increase productivity and preserve the land for future generations.
- We're the South West's regional natural resource management organisation, supporting the Federal Government to deliver the National Landcare Program.



Our priorities

The health of the environment and our community are central to everything we do.



Future-proof farming

Goal

Drive innovation in the farming sector through widespread adoption of economically viable sustainable technology and practices.

Activities

Develop market-leading knowledge of biodiverse carbon farming, soil carbon and natural capital accounting.

Influence the growth of carbon sequestration practices in WA and their adoption in the South West.

Identify and facilitate early adoption of agricultural technology appropriate to the region.

Define and communicate the optimum land management practices for climate change adaptation and mitigation.

Support Association Members' sustainable agriculture programs.

Influence the natural resource management sector

Goal

Build influence as the region's peak environmental experts with a proactive approach to co-designing creative solutions to significant challenges.

Activities

Refresh and maintain the regional Natural Resource Management Plan through consultation with the community.

Submit a bid for continued Federal Government Regional Landcare Partnership funding for 2023 onwards.

Champion sustainable behaviour through a school education program.

Build social license and government support for environmental and land management initiatives, through investment in brand, marketing and media relations.

Successfully host the 8th National NRM Knowledge Conference 2022.



Environmental conservation

Goal

Drive and champion initiatives that improve the environment of the South West, with a focus on increased investment and charitable donations from businesses and philanthropic individuals.

Activities

Protect and restore the priority natural assets of the region, through habitat restoration, threatened species conservation and Ramsar wetlands regeneration.

Support Association Member programs on biodiversity, waterways, coastal and marine environments, and community behaviour change.

Develop a prospectus for investing in or donating to South West NRM's environmental conservation work, tailored to corporate and philanthropic audiences.







Productive Partnerships

Goal

Deliver world-class collaboration to strengthen the quality, scale of impact and timeliness of our innovative solutions.

Activities

Amplify impact through our Association Members by working collaboratively with the philosophy of 'together we're stronger'.

Strengthen collaboration between the organisations of WA's NRM regions.

Partner with Aboriginal organisations to help fulfil their land management aspirations.

Work with the newly incorporated NRM Regions Australia to collectively assert greater influence to achieve positive change.

Identify opportunities aligned with our vision and mission by proactively building relationships with organisations in the research, innovation and agricultural industries, government, not-for-profit organisations and large greenhouse gas emitters.

Be responsive to government funding initiatives.



Our members

- Blackwood Basin Group
- Blackwood Environment Society Inc.
- Dumbleyung Landcare Inc.
- FAWNA Inc.
- GeoCatch
- Katanning Landcare
- Leschenault Catchment Council
- Lower Blackwood Landcare
- Nature Conservation Margaret River
- Southern Forests Community Landcare



Contact Us

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**South
West
NRM**