

# ORGANISATIONAL STRATEGY TOWARDS 2030

## WHO WE ARE

A leading not-for-profit environmental organisation with over 25 years of experience delivering evidence-based, collaborative action with our members and partners to benefit the globally unique South West environment and communities.

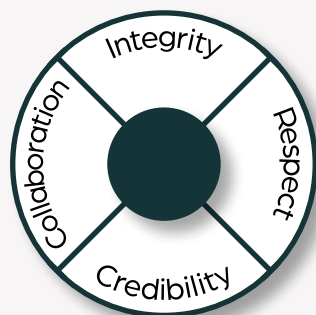
## OUR PURPOSE

To conserve, enhance and restore our South West environment for the benefit of all.

## OUR VISION

A thriving South West where nature is valued for generations to come.

## OUR VALUES



## OUR STRATEGIC PRIORITIES



### STRATEGIC OBJECTIVE

Champion and deliver initiatives that drive positive outcomes for biodiversity.

#### ACTIONS

1. Deliver priority projects that measurably improve threatened species and ecosystems.
2. Build and maintain the partnerships required to achieve landscape-scale impact.
3. Integrate climate adaptation and Indigenous ecological knowledge into the design and delivery of environmental programs.



### STRATEGIC OBJECTIVE

Accelerate adoption of sustainable practices that strengthen productivity and resilience of farming systems.

#### ACTIONS

1. Co-design sustainability projects with industry bodies, researchers, government and farmers.
2. Strengthen knowledge transfer by developing training and resources that support adoption.
3. Increase the number of farms adopting sustainable practices.



### STRATEGIC OBJECTIVE

Mobilise knowledge and regional leadership to increase the scale and impact of natural resource management.

#### ACTIONS

1. Facilitate knowledge sharing by strengthening formal networks and connections.
2. Support Traditional Custodian priorities for land, water and sea country.
3. Communicate impact and use evidence to inform decisions and influence action



### STRATEGIC OBJECTIVE

Invest in people, partnerships and capability to build a resilient and future-ready organisation.

#### ACTIONS

1. Build a high-performing and future-ready workforce.
2. Increase investment in priority initiatives by diversifying funding sources.
3. Drive continuous, evidence-based learning with systems to measure impact.