



Strategic Plan Towards 2030

Engaging People in Conservation

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Nature Foundation

Nature Foundation is an apolitical not-for-profit foundation that invests in conserving, restoring and protecting 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 of land protected for nature conservation
- Multidisciplinary conservation management
- Scientific research
- Nature-based solutions
- Creating enduring partnerships
- Raising funds for nature conservation
- Education and citizen science

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

Knowledge underpins Nature Foundation'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 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.





This page: Hiltaba Nature Reserve
Inset: Thick-billed Grasswren, Witches Hat
Nature Reserve. Credit: EBS Ecology

“

**The greatest threat
to our planet is the
belief that someone
else will save it.”**

Robert Swan OBE



Our Vision and Mission

Our Vision

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

Our Mission

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



Our Cultural Qualities

Connected

We are agile and adaptable, connecting communities through nature

Caring

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

Innovative

We are creative and resourceful in tackling major environmental issues

Inspirational

We inspire and create enjoyment through nature

Accountable

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

Adventurous

We are bold and adventurous in our pursuit of conservation outcomes



Our expertise

We have expertise in:

- Nature reserve acquisition and conservation management
- Traditional custodian collaboration
- Ecological surveys, assessment and monitoring
- Terrestrial ecology
- Nature science research
- Threatened species protection and management
- Invasive species and threatening processes management
- Climate adaptation planning
- Revegetation and restoration
- Wetland and floodplain restoration
- Nature-based solutions
- Environmental consulting and management
- Biodiversity and carbon projects
- Environmental offset solutions
- Raising funds for nature conservation
- Student research grants
- Corporate partnerships
- Education and citizen science



Witchelup Nature Reserve. Credit: Jenna Forbes

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

- Expand the area of high conservation value landscape protected
- Work with private landholders to increase the percentage of land protected in South Australia and beyond
- 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
- 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



Kids on Country™ camp at Witchelina Nature Reserve. Credit: Katie Perry

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 Custodians 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

- 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 the Board, committees, the staff team and as volunteers
- Invest in the development of our people
- Review Board 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 significantly

Ensure our costing framework brings stability and increases the viability of Nature Foundation

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

Our footprint

Nature Reserves:

- Bullock Bridge – 202 hectares
- Geegeela – 102 hectares
- Hiltaba – 78,000 hectares
- Mongolurring – 1,200 hectares
- Murbpook – 360 hectares
- Para Woodlands – 500 hectares
- Tiliqua – 85 hectares
- Watchalunga – 92 hectares
- Witchelina – 421,000 hectares

Managed Offsets:

- Gidgealpa – 20,172 hectares
- South Gap – 3,250 hectares





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