

STRATEGIC PLAN 2023 - 2030



valuing, protecting, and restoring nature / inspiring and empowering people

Based in the South Coast region of Western Australia, South Coast Natural Resource Management is an independent, community-based organisation, providing leadership and expertise in natural resource management, conservation, sustainability, and community capacity.

OUR PURPOSE

We inspire and empower people to care for nature for the benefit of future generations and for nature itself.

OUR VISION

Thriving and diverse communities where nature is valued, protected, and restored.

OUR VALUES

ACKNOWLEDGE

We recognise, respect and honour First Nations people and their leadership in caring for Country.

NATURE *

Nature is precious and underpins life.

RESPECT

We treat everyone with respect to nurture trust.

INTEGRITY

We act with transparency and honesty in the best interests of our community.

COURAGE

We have strength and determination to challenge, initiate, educate, and innovate.

COLLABORATE

Together the region can drive innovation and achieve impact at scale.

OUR STRATEGIC THEMES

EXCELLENCE

Demonstrate the highest standards in everything we do, applying exceptional governance and accountability to our work while leading with respect, equity and fairness in our workplace and relationships.

NATURE

Lead, learn and contribute to global best practice in natural resource management through traditional knowledge, science, collaboration, and open communication.

PEOPLE

Empower the community and together build meaningful relationships to enable sophisticated, long-term collaboration to drive holistic change for nature conservation, sustainable agriculture, and climate resilience.

what WE WILL ACHIEVE

CLIMATE ACTION **

Champion urgent action to combat climate change and its impacts.

LIFE ON LAND **

Contribute to the protection, restoration, promotion, and sustainable use of terrestrial and aquatic ecosystems.

LIFE BELOW WATER **

Support the conservation and balanced use of the oceans, seas, and marine resources for sustainable development.

AN ECONOMY THAT VALUES AND SUPPORTS NATURE

Collaborate with our partners to create the first Natural Capital Account for Western Australia's South Coast region.

EMPOWERED COMMUNITIES

Inspire energised and proactive communities to continue working together to value, protect, and restore nature.

COLLABORATION

Develop and maintain strong and trust-based relationships with all our partners.

THRIVING FIRST NATIONS CONNECTIONS

Build and nurture authentic and lasting relations with First Nations organisations and communities.

A PROSPEROUS ORGANISATION AND CULTURE

Foster organisational excellence through enduring financial viability, an ambitious workforce, and an inclusive culture we are proud of.

MOBILISE RESOURCES

Significantly increase financial resources from all sources to support the community in caring for Country.

how WE WILL ACHIEVE IT

STANDING TOGETHER

Empower and work alongside communities.

SUPPORTING LOCAL EFFORTS

Develop the resilience and capacity of communities to grow and strengthen.

PARTNERING WITH FIRST NATIONS PEOPLE

Support self-determination and strong cultural identity and leadership.

ADVANCING KNOWLEDGE SYSTEMS

Apply traditional knowledge and science to all decisions.

MEASURING IMPACT

Demonstrate the impact of investment in nature.

FOCUSING ON THE FUTURE

Build on the region's legacy to be proactive in addressing complex sector and societal challenges.

STRENGTHENING OUR ORGANISATION

Invest in our people, best practices, and initiatives to enhance our impact on nature.

The South Coast region extends more than 8.6 million hectares across the southern coastline of Western Australia, together with 8000 hectares of islands and 1 million hectares of State waters out to sea. From Walpole in the west to Cape Arid in the east, the region includes the catchment areas for all the southerly flowing rivers and some areas north of Albany and Esperance which drain internally. It is a natural geographic region which began to form over 100 million years ago when Antarctica broke away from Australia.

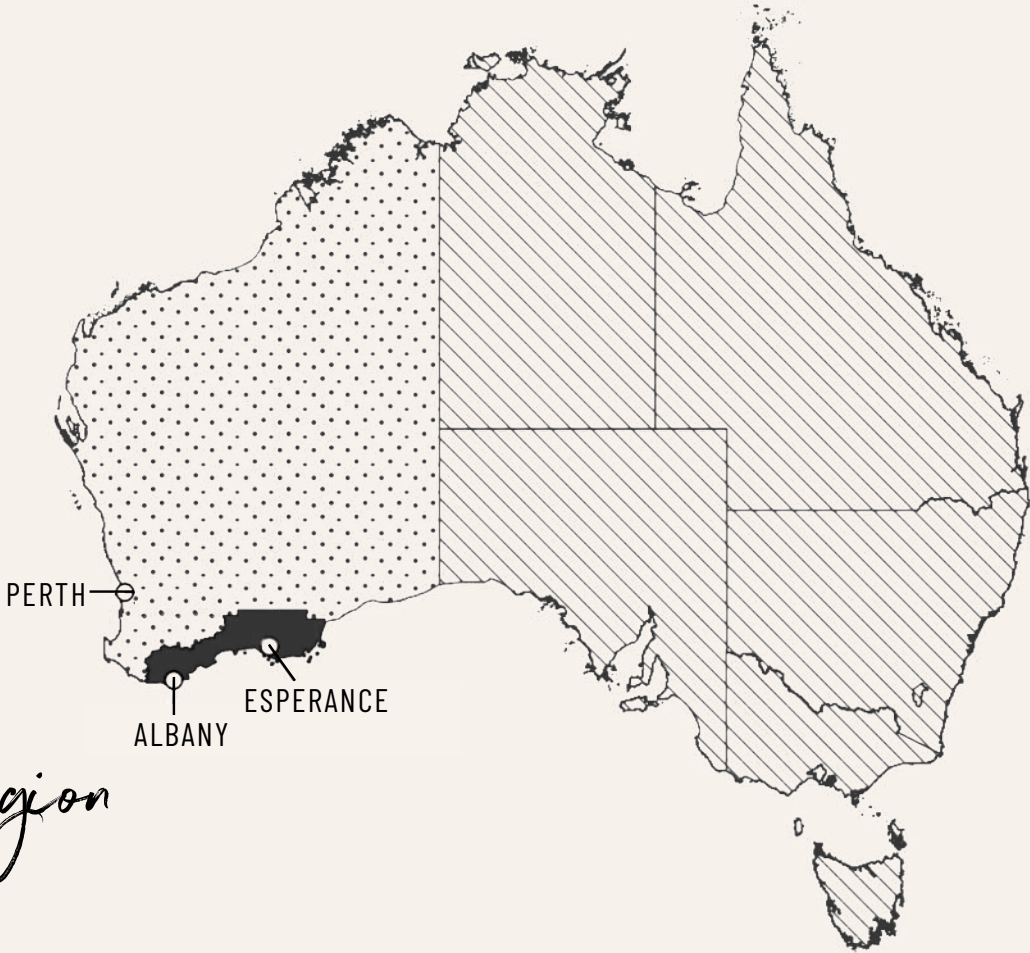
The South Coast region is of rich environmental, cultural, and economic value, located within a global biodiversity hotspot containing the highest concentration of rare and endangered species in Australia. With its unique mountain ranges more than 570 million years old, magnificent red tingle and karri forest, RAMSAR wetland sites, the UNESCO Fitzgerald Biosphere, and an ancient sandplain formed 40 million years ago, the South Coast region is a highly valued natural environment surrounded by prosperous and productive agricultural land.

As an organisation, we recognise and respect that we live and work on the traditional lands of Noongar/ Nyungar and Ngadju peoples. We acknowledge and honour Noongar/ Nyungar and Ngadju peoples as the spiritual and cultural custodians of this land, and we recognise the ongoing importance of their values, languages, beliefs, and knowledge.

We are committed to working in partnership with First Nations peoples to support and promote respectful cultural and ecological practices, and to ensure that their land, culture, and knowledge is respected and protected. We acknowledge and pay our respects to Elders, past, present and emerging, and extend this respect to all First Nations peoples.



the south coast region



*Nature encompasses the plants, animals, landscape, and other features and products of the earth, the forces and processes that happen or exist independently of people, such as the weather, the sea, mountains, rivers, the production of young animals or plants, and growth.

**Inspired by United Nations Sustainable Development Goals 13, 14 and 15.