

# STRATEGIC PLAN

MARCH 2014 – JUNE 2017

**THE VISION: TO PLAY A SIGNIFICANT ROLE IN NATURE CONSERVATION AS SOUTH AUSTRALIA'S PREEMINENT NATURE CHARITY.**

**MISSION: TO BE AN APOLITICAL, NOT-FOR-PROFIT, NATURE CHARITY WHICH WORKS WITH, AND INSPIRES OTHERS TO CONSERVE, RESTORE AND SUSTAINABLY MANAGE SOUTH AUSTRALIA'S WILDLIFE AND SITES OF NATURAL, CULTURAL AND PALEONTOLOGICAL SIGNIFICANCE.**

## OBJECTIVES

1. To raise funds for nature conservation through voluntary contributions and beneficial partnerships with the private, public and NGO sectors.
2. To enable the long-term protection of high conservation value land and improve biodiversity values of degraded land.
3. To initiate and support projects and research that assist the conservation of nature and the natural resources of South Australia.
4. To raise awareness about the needs of the natural environment in South Australia.
5. To manage NFSA efficiently as a respected and well-supported South Australian organisation.

## BACKGROUND TO THIS STRATEGIC PLAN

This plan presents the priorities, strategies and actions for Nature Foundation from March 2016 to June 2017. It was prepared taking into account the not-for-profit status of Nature Foundation and the aspirations of Nature Foundation's Council comprising Nature Foundation members. It is designed to be simple and to be used as a ready reference to guide the Council and to inform members and the general public about Nature Foundation and the nature of its business.

### Objective 1

To raise funds for nature conservation through voluntary contributions and beneficial partnerships with the private, public and NGO sectors.

#### Target

- 1.1 Increase by 20% per annum funds from donations and events for the general operations of Nature Foundation.
- 1.2 Increase by 20% per annum funds from grants and corporate sponsorships.
- 1.3 Increase funding from government grants.
- 1.4 Increase by 10% per annum the number of members/donors.

- 1.5 Increase by 10% the value of Bequest and Major Gift contributions.
- 1.6 Increase the value of SEB funds applied to Nature Foundation properties and projects.
- 1.7 Develop new income sources.

### Objective 2

To enable the long-term protection of high conservation value land and improve biodiversity values of degraded land.

#### Target

- 2.1 Turn over at least two BushbankSA properties per year with a positive financial result and provide for the conservation of at least 200 ha per annum under Nature Foundation Heritage Agreements.
- 2.2 Develop and deliver against a new BushbankSA Agreement.
- 2.3 Acquire new land of significant conservation value for its long-term protection.
- 2.4 Support the Para Woodlands project to implement the long-term management plan.
- 2.5 Develop and implement management plans for main Nature Foundation-owned properties (Witchelina, Hiltaba, Tiliqua, Watchalunga).
- 2.6 Implement a Water For Nature programme to deliver environmental watering for the benefit of nature conservation along the River Murray.

### Objective 3

To initiate and support projects and research that assist the conservation of nature and the natural resources of South Australia.

#### Target

- 3.1 Provide an effective grant programme for research and conservation projects.
- 3.2 Promote research projects to support conservation on Nature Foundation properties.
- 3.3 Increase dissemination of findings of research projects.

### Objective 4

To raise awareness about the needs of the natural environment in South Australia.

#### Target

- 4.1 Inform members, donors and sponsors about Nature Foundation's activities and fundraising initiatives.
- 4.2 Promote the work of Nature Foundation to the general community and interested allied groups.
- 4.3 Optimise the use of electronic media to promote the work of Nature Foundation.
- 4.4 Maintain an active dialogue with political decision makers.
- 4.5 Articulate the Nature Foundation position on our principles of environmental conservation.
- 4.6 Manage volunteer involvement to best support the work of Nature Foundation.
- 4.7 Develop a media contact strategy to promote the work of Nature Foundation.

### Objective 5

To manage Nature Foundation efficiently as a respected and well-supported South Australian organisation.

#### Target

- 5.1 Meet or exceed Key Performance Indicators annually.
- 5.2 Inform stakeholders at least annually about how funds given to Nature Foundation are delivering conservation outcomes.
- 5.3 Manage investment funds to achieve maximum returns consistent with sound governance.
- 5.4 Promote, support and use sound science to identify, manage and protect land of high conservation value.
- 5.5 Ensure continuing efficient management, governance and financial accountability of Nature Foundation.