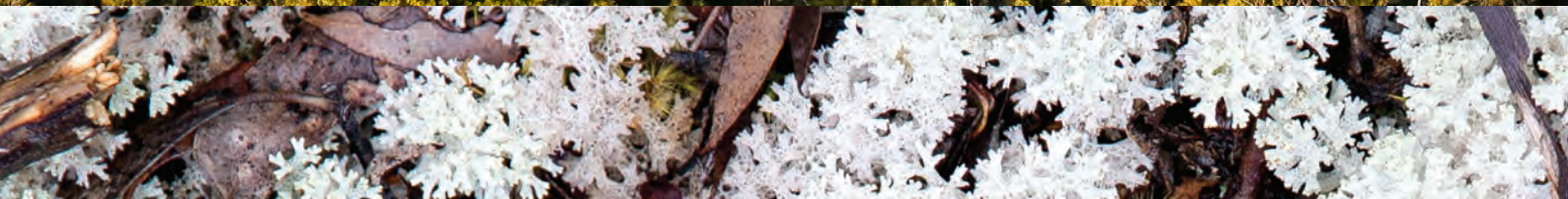


# Deepening and doubling our impact

**BUSH HERITAGE AUSTRALIA  
STRATEGY 2030**



**BUSH HERITAGE  
AUSTRALIA**



**We acknowledge the Traditional Owners of the places in which we live and work. We recognise and respect the enduring relationships they have with their lands and waters, and we pay our respects to their Elders - past, present and emerging.**

## Our goals and priorities

### **With your help, we intend to deepen and double our Impact through:**

- Significantly scaling up our national conservation innovation program through targeted resourcing and better use of technology and insights to deepen our impact across the landscapes we actively manage.
- Doubling the amount of land that we directly own and manage from 1.2 million hectares to 2.4 million hectares.
- Doubling our support of Aboriginal partnerships from 10 million hectares to over 20 million hectares.
- Working with farmers and other land managers to deliver biodiverse carbon capture and enhance natural capital outcomes across over 10 million hectares of agricultural land towards a more sustainable future.

Combined, this means that by 2030 we will be protecting, restoring and regenerating a total of 30 million hectares of land – an area larger than the state of Victoria.

### **Doubling our reserve system**

We currently protect 1.2 million hectares of land through our reserve system. With your help, by 2030 that number will be 2.4 million hectares and in our priority landscapes; focusing on acquiring land in areas where we can have the greatest impact.

### **Doubling our Aboriginal partnerships**

Aboriginal people were the first astronomers, the first scientists, the first innovators and their enduring custodianship of country is a legacy unparalleled today. We currently support the management of 10 million hectares through our Aboriginal partnerships program. By 2030, that number will be over 20 million hectares with partners both existing and new.

### **Enhancing natural capital in agriculture**

With the impacts of climate change taking hold, and a desire to link farm products with active climate management, there is a growing commitment to enhanced natural capital on agricultural land. By 2030 we intend to work across more than 10 million hectares of agricultural land, building values-aligned partnerships that enhance biodiverse carbon capture, natural products and biodiversity in agricultural landscapes.



Heather Campbell and Sue O'Connor. Photo by Amelia Caddy

## Our vision to 2030

2030 once felt like 'the future'; a place of prosperity and abundance as our society continued to progress. Now it is a date firmly in our sights. It is a date that demands change now, so that the delicate, interwoven ecosystems that support all life can continue.

There is much work to do.

We feel it in our summers laced with ash, and peculiarly warm winters; in the flash floods and the crackling dry; in the towns with no water and the cities begging for green spaces. We feel it in the silence of our forests. An ecological domino effect is taking place – with the triple threat of climate change, invasive species and land clearing.

It is a time for real action that delivers impact and a clear pathway to deliver *healthy Country, protected forever*.

We intend to deepen and double our impact by 2030. Our goals are ambitious and achievable. Our strategies are science-based and driven by the insights and experience we have gained over the past 30 years.

Our 2030 strategy is focused on our priority Landscapes and supported by three pillars. We will expand our land acquisition program to continue to protect our precious environment. This builds upon our existing expertise in land management.

Secondly, we will expand and deepen our relationships with Traditional Owners.

Our relationships with Traditional Owners are paramount to our success and driven by their strong and enduring connection to country.

In an emerging focus area, we will work with farmers to further improve conservation on agricultural land, to protect our native species and deliver biodiverse carbon management.

With the support of our committed donors and partners, we can buy more land, grow our partnerships, deepen our operational capacity and strengthen our land management.

Over the past three decades, we have shown time and time again that we have made a positive impact; without our dedication, our landscapes would look vastly different.

This is the bush's call to us. We are taking the time to listen. Please join us in doubling our impact in 2030.

Sue O'Connor  
President  
Bush Heritage Australia

Heather Campbell  
Chief Executive Officer  
Bush Heritage Australia

## In 2030 Bush Heritage Australia will be:



A **leader** in ecological insight



A **partner of choice** for Aboriginal communities



Achieving **impressive on-ground outcomes**



Delivering **impact at landscape-scale for people, wildlife and ecosystems**



Red-tailed black cockatoo. Photo by Ben Parkhurst

Our framework for success



# Connecting people with purpose

Our success lies with our people: our committed staff, selfless volunteers, expert partners and our loyal and passionate financial supporters. To deliver these ambitious and achievable goals, we must not only grow, but deepen our organisational and operational capacity.

## Our people are:



Collaborative and values-driven




Professionally developed and culturally competent




Aware of how their roles contribute to the strategy's success

## Our supporters are:



Informed and trust in our mission and capabilities




Aware of how we measure impact and proud of our achievements




Comprised of new audience demographics, both locally and overseas


## Our Aboriginal, agricultural and regional partners are:



Playing a pivotal role in our strategy and are proud local advocates for our collective impact



Listened to and valued for their diverse perspectives



Actively involved in landscape-scale planning for best conservation and people-focussed outcomes

## Supported by



Embracing digital transformation



Embedding our Cultural Competency Framework into all facets of our work



Committing to increasing Aboriginal staff numbers



Building natural accounting impact reporting across all reserves and partnerships



Advocating for policy change where it can significantly impact our vision

By substantially growing our philanthropic income, exercising our prudent financial management and strategically diversifying our revenue streams, we are well placed to achieve our 2030 goals.

But we can't get there without your support.

# Conservation for a changing climate

Through in-depth research, climate modelling and analysis, we have identified the landscapes in which we can make the biggest difference, and the best strategies to help us achieve it.

We first established our priority landscapes in 2016, aiming to fill gaps in the National Reserve System. In 2021, we incorporated new information on climate change impacts using published literature and data from our partners at CSIRO. This data has influenced our three priority landscape categories according to climate change modelling.

Agriculture represents between 50% and 90% of the land use across our priority landscapes. Therefore, building partnerships with farmers and landowners will be critical in supporting our impact and influence. This may vary from supporting biodiverse carbon capture in resilient landscapes, supporting stewardship of remnant vegetation in reconnection landscapes or sharing our knowledge in strengthening landscapes experiencing increased climate stress.

As we head towards 2030, we will continue to incorporate new knowledge systems and emerging technology through our conservation innovation program to adapt to ever-changing threats.

### Resilient landscapes (Highly adaptable to climate change)

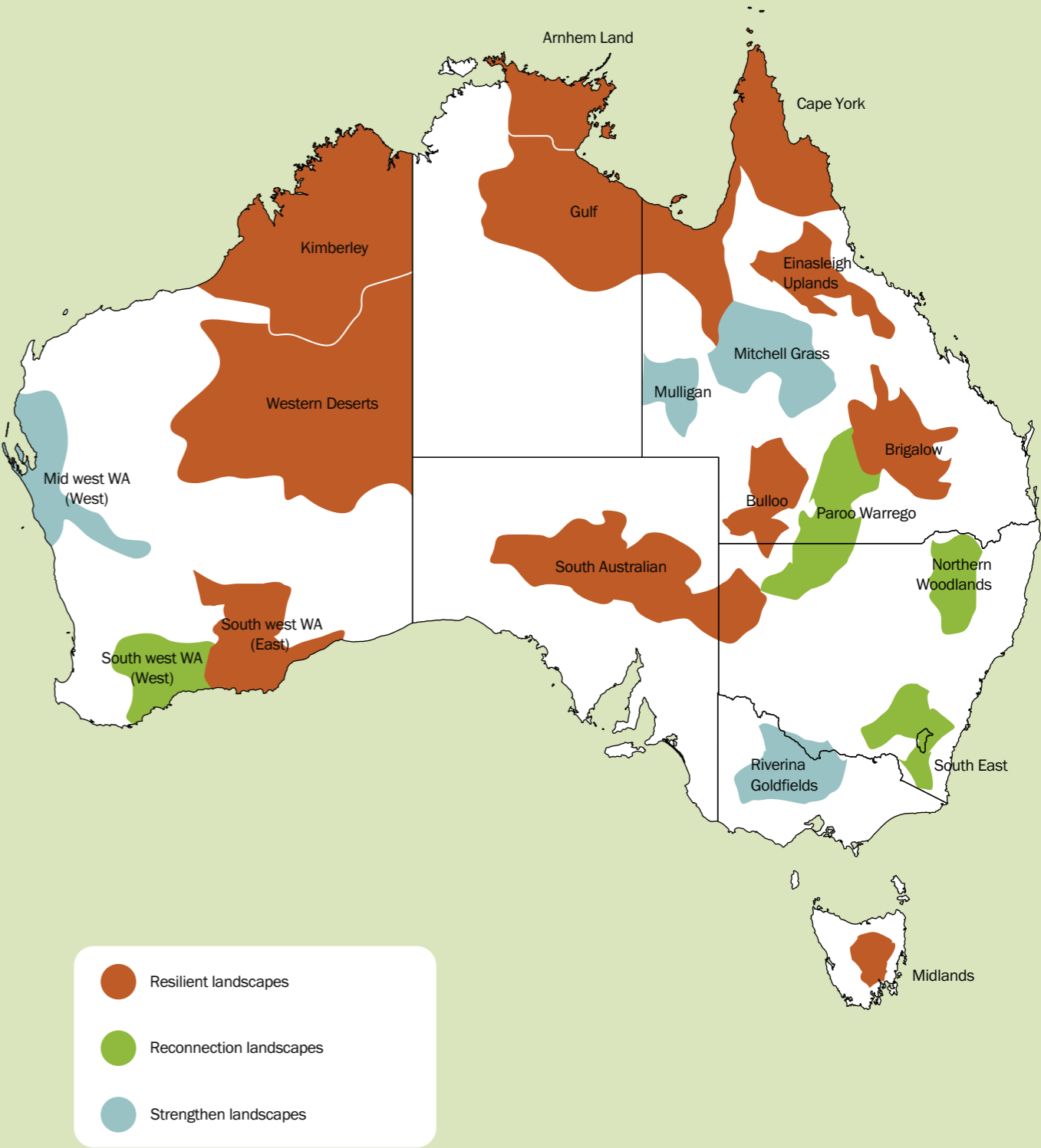
These are large, intact areas of high conservation value that are well-placed to adapt to the projected future effects of climate change. In these landscapes, we will prioritise large reserve acquisitions and Aboriginal partnerships.

### Reconnection landscapes (Moderately adaptable to climate change)

These fragmented landscapes will benefit from reconnection and active restoration to mitigate the effects of climate change. Here, we will focus on buying, revegetating and restoring land in partnership with others.

### Strengthen landscapes (Significantly impacted by climate change)

Climate change is likely to have a significant effect on these landscapes. Here we will find innovative solutions to mitigate threats, explore opportunities to expand protected areas, collaborate with Traditional Owners, and invest in increased management capacity.



# Doing things with a right-way approach

Everything we do, we endeavour to do the right way, not necessarily the easy way. In 2021, right-way science is at the heart of our work and it is this approach that will guide us to 2030.



ASRAC Rangers at Arafura Swamp. Photo by Daniel Hartley-Allen

Based on respect, sharing knowledge, listening and learning, right-way science brings together different knowledge systems for thinking, planning and acting for the benefit of people and country. Aboriginal and Torres Strait Islander people have been caring for this country for millennia and continue to care for country through connection and culture today. Their knowledge is invaluable in modern conservation.

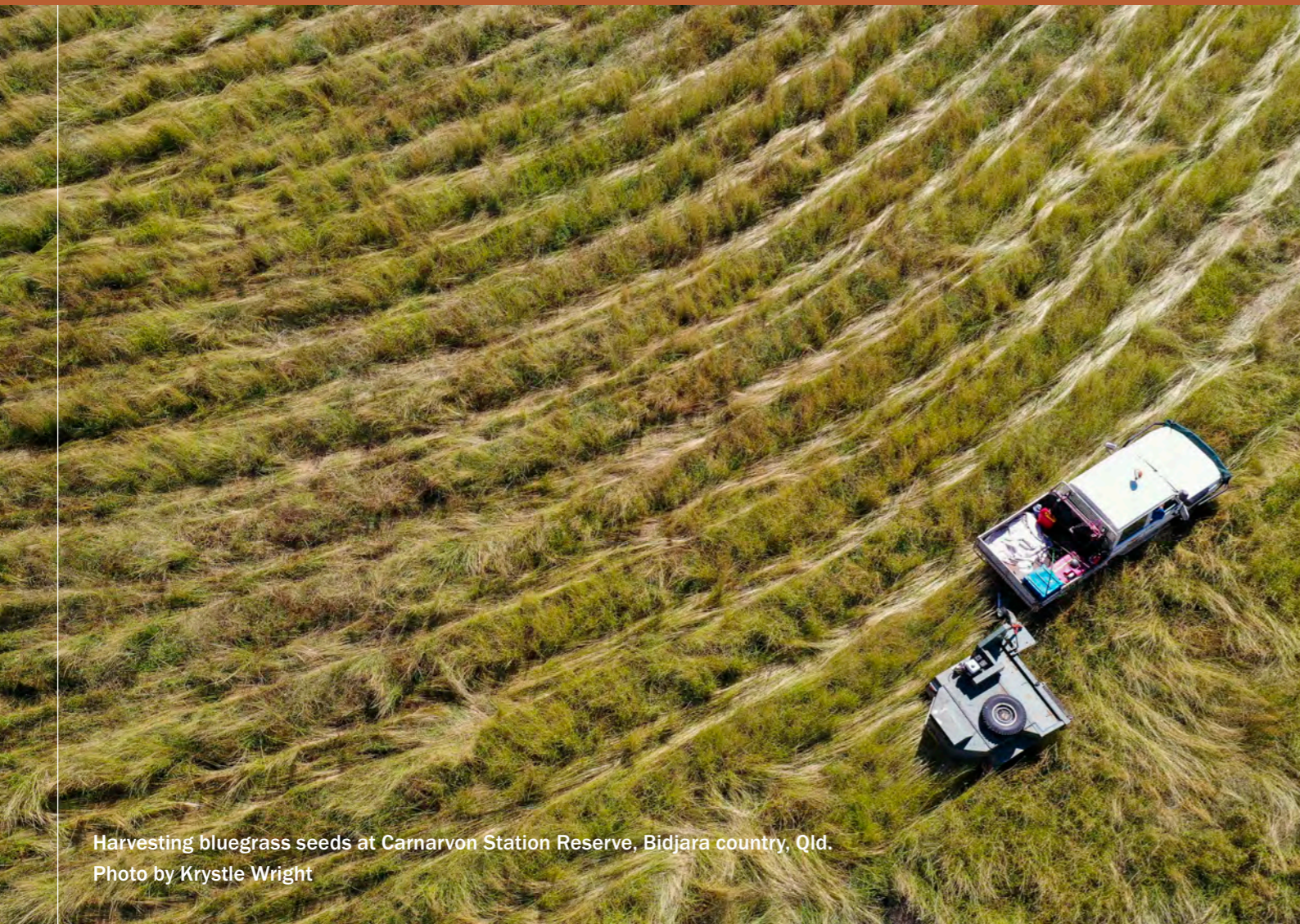
One way to define a right-way approach is through the Western Desert principle of ngaparrtji ngaparrtji (nap-art-jee nap-art-jee) meaning ‘give and take.’ For Martu people, who we work with in the Birriliburu partnership, ngaparrtji ngaparrtji science is an exchange of knowledge and a chance to learn based on mutual respect, responsibility and connectedness. It doesn’t always mean a single pathway, rather decisions made on a case-by-case basis as directed by the Traditional Owner group around their needs for their country.

## Partnership program delivery areas:

 <p><b>Healthy Country Planning</b></p> <p>Facilitate the development and review of Healthy Country Plans - Healthy Country targets, threats and management actions</p>	 <p><b>Right-way science</b></p> <p>Support the monitoring and evaluation of Healthy Country targets and threats through field data collection and data analysis support.</p>	 <p><b>Right-way operations</b></p> <p>Support the implementation of right-way fire, weed, feral animal control, restoration and revegetation projects to return country to good health.</p>
 <p><b>Land tenure</b></p> <p>Advise and support partners to pursue land tenure transfer or divestment, and ownership or access-to-country opportunities.</p>	 <p><b>Culture and family-based caring for country</b></p> <p>Facilitate on-country trips, culture camps, ranger engagement with youth and schools, women and families on country.</p>	 <p><b>Networks and knowledge sharing</b></p> <p>Strengthen knowledge sharing between partner groups, support ranger and Traditional Owner participation at forums, and facilitate online information sharing.</p>
 <p><b>Media and communications</b></p> <p>Co-develop communication plans and stories with partners to engage, educate, and inspire support for our partners and the partnership program.</p>	 <p><b>Capacity building</b></p> <p>Support the strong governance of Aboriginal corporations/ prescribed body corporates, and provide funding for key strategic roles.</p>	 <p><b>Aboriginal representation and employment</b></p> <p>: Support the development of ranger programs and other land and sea management roles. Increase the representation of Aboriginal people at Bush Heritage and at other peak governance/advisory bodies.</p>

# Natural capital in agriculture

We aspire to have **influence and impact across 10 million hectares** of other land uses, with a focus on conservation and biodiverse carbon outcomes in productive agricultural landscapes. We currently have diverse but modest influence in the agricultural sector. Our 2030 strategy will see us prioritise and develop this emerging area to achieve change to biodiversity outcomes, which will be largely self-funded.



Harvesting bluegrass seeds at Carnarvon Station Reserve, Bidjara country, Qld.  
Photo by Krystle Wright

## We have identified three key areas of growth and depth:



### Environmental services

These could include preparation of natural capital accounts, land management advisory on activities such as fire, weed and integrated feral predator management, facilitated by values-aligned partnerships.



### Biodiverse carbon capture

Utilising Bush Heritage’s experience on and off reserves to help landholders explore biodiverse carbon capture opportunities through strategic partnerships.



### Natural products

Supporting the development of natural products that could diversify revenue to invest in further ecological impact such as sustainable seed harvesting.

**Our planet, our country, our  
landscapes and our species are  
telling us that we have to do  
more and we have to do it now.**

**Join us on our journey to  
deepening and doubling our  
impact. Support our work today.**

**Get in touch:  
[impact@bushheritage.org.au](mailto:impact@bushheritage.org.au)**

**The front cover shows an aerial view over Yourka  
Reserve, Jirrbal and Warrungu country, Qld.  
Photo by Martin Willis**

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