

# Strategic Plan 2020-2024



Southern Gulf  
NRM

## Our Vision:

Resilient landscapes. Strong communities.

## Our Purpose:

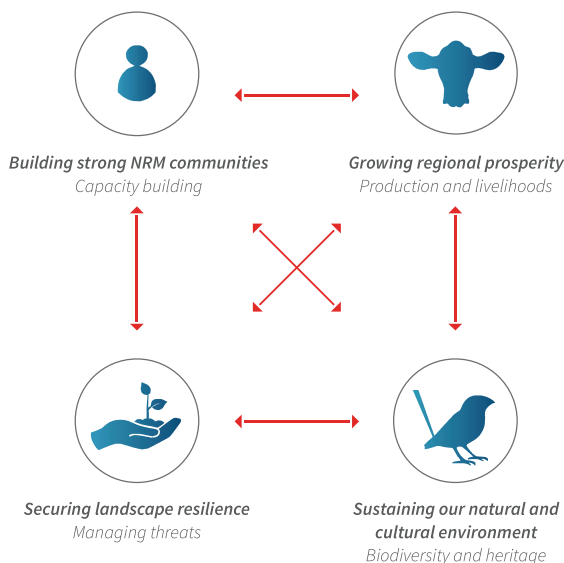
Empowering our community to sustainably manage our natural assets for current and future generations.

## Our ambition for Southern Gulf NRM is to

- Empower our community through capability building
- Be adaptive and responsive to our environment
- Be a trusted regional partner
- Deliver enduring on-ground outcomes

## Our regional work is guided by our Regional Natural Resource Management Plan

These programs cover the building of NRM capacity in the region, the vitality of its natural resource based enterprises, managing threats and protecting its assets.



## Our Strategic priorities and enabling strategies

### IMPROVED RESILIENCE OF OUR LANDSCAPE

- Deliver the Regional Natural Resource Management Plan
- Build the capability of regional land and resource managers
- Assess the condition of the landscape and ecosystems

### ENGAGED AND ACTIVE COMMUNITY

- Build our cultural capability and partnerships with our Indigenous Community
- Build community engagement to improve awareness of NRM programs and opportunities
- Design and deliver new services to build community capability and deliver value for our members

### TRUSTED STRATEGIC PARTNER

- Strengthen our relationship and reputation with Government, industry and community to positively influence policy and investment and to maximise our impact
- Identify and leverage new opportunities to attract investment in Southern Gulf's natural assets

### STRONG LEADERSHIP, EMPOWERED WORKFORCE

- Excellent governance, financial resilience and strategic agility
- Engaged, empowered workforce with deep regional and NRM expertise to maximise our reach and impact in the community

### PERFORMANCE INDICATORS

- Improved engagement and participation by land managers
- Increased investment in biodiversity outcomes
- Improved land resilience outcomes
- Trusted and effective delivery partner to Government and industry
- Increased capability of staff and community
- Improved awareness of SG NRM delivery outcomes

### Strategic opportunities

- Leverage the changing public policy and market environment to support land managers to adopt improved management practices
- Leveraging technology enhancements to deliver improved benefits for the landscape
- Develop innovative products, services and programs to take advantage of evolving natural capital markets

### Strategic risks

- Balancing sustainable regional development with competing demands of landscape
- Demonstrating enduring improvement in the condition of the regional landscape
- Maintaining our fiscal health in a tightening investment market