



WA PARKS
FOUNDATION

Connecting people to *Parks*





Introduction from the Governor



It is up to all of us to ensure the conservation of our State's wonderful national parks, marine parks and other conservation reserves continues for the enjoyment of many generations to come. An independent and supportive WA Parks Foundation will encourage shared endeavours by the community, business and government to help increase awareness about the unique elements of our parks and to interpret and conserve them.

While there is much work already being done to protect our plants and animals, by working together we can achieve more and also help to make visitor experiences in our parks among the best in the world. Your help is needed to better connect people to our parks so they are valued, visited and appreciated.

Her Excellency the Honourable Kerry Sanderson AC
GOVERNOR OF WESTERN AUSTRALIA

Our logo

Western Australia is known around the world for the great variety of its plant and animal life. The honey possum and Baxter's banksia, both species native to the State, were chosen for the logo as emblematic of this rich biodiversity and the connections found in nature.

The theme of connections runs through the WA Parks Foundation's goals, including people's connection to the natural environment and the Foundation's connection with its partners and collaborators.



WA PARKS
FOUNDATION

Photos: Cover, Beelu National Park; 1 Warren National Park; 2 Mitchell River National Park; 3 Yanchep National Park; 4 Numbat; 5 Emerald beetle; 6 Lorna Glen station; 7 Golden bandicoots; 8 Walpole Nornalup National Park; 9 John Forrest National Park; 10 Cape Range National Park and 11 Ningaloo Marine Park, which together form the Ningaloo Coast World Heritage Area; 12 Stirling Range National Park; 13 John Forrest National Park.



A new foundation

Summer holidays by the beach, weekends down south and camping by the gorges... these are some of the experiences that define us as Western Australians and become highlights for visitors, and so many of them happen in Parks¹.

We want to help more people enjoy these experiences, more easily and more often.

Western Australia has a spectacular network of Parks including three World Heritage Areas and Australia's only internationally recognised biodiversity hotspot. All of our Parks are managed to conserve their natural features, plants, wildlife and cultural significance; for recreation and tourism; and to protect water catchment areas.

But we always need to do more for a Parks network of 29 million hectares spread over a State that covers a third of the Australian continent. This is for a Parks network that will record nearly 20 million visits in 2016, including people who travel from the other side of the world for a major adventure and those who live nearby and just go for a walk on the weekend.

We want people to be excited about the experiences and landscapes our unique

Parks have to offer. The WA Parks Foundation will raise awareness and raise money for our WA Parks, not to replace Government funding, but to do more to connect people to parks and involve people in conservation.

but we always need to do more

Similar foundations have operated around Australia and around the world for decades, but having an active Foundation focus solely on WA Parks is a new opportunity for our State. Naturally there are already groups working to protect particular places or plants or animals found in Parks, but none that is focused on improving conservation and the connection of people to all WA Parks. We will work collaboratively to increase overall outcomes to benefit Parks, including working with aligned organisations.

The WA Parks Foundation is a non-government, not-for-profit organisation, set up with a board and team including paid staff and volunteers led by a Chief Executive Officer. Donations to the Foundation will be tax deductible.

¹“Parks” means all categories of land and marine areas set aside, reserved or identified in or under Western Australian legislation for the purpose of conservation of the natural environment and other purposes consistent with that legislation.



Vision

Our Parks are increasingly loved and visited and the plants, animals, landscapes and cultural values they embody are protected and a source of pride for all Western Australians.

Mission

To help celebrate, promote, protect and enrich our Parks for their natural values and their contribution to conservation, to people's health and wellbeing and to eco-tourism. We do this by connecting people to Parks, sourcing community and corporate support for Parks, and enhancing the work of aligned community groups.

Goals

- Help protect and enrich WA's Parks and their conservation values.
- Develop people's love of, pride in and connection to Parks.
- Build and support a network of partners, drive community and corporate engagement with Parks and promote philanthropy.



6

Values

In all our dealings the WA Parks Foundation will establish credibility and trust and show leadership. We will be independent and apolitical, inclusive and collaborative. We will also prize sustainability, philanthropy and stewardship, and the cultural and natural heritage of our Parks.

What we've done so far

The WA Parks Foundation is in the process of being registered as an incorporated body eligible for tax deductible status. It has developed memoranda of understanding with the Department of Parks and Wildlife, Nature Play WA and Conservation Volunteers Australia; garnered supporters; produced a business plan; and is seeking funding.

*celebrate,
promote,
protect and
enrich our
Parks*



How to get involved

Become a member

Together we can make a real difference to help everyone enjoy our Parks now, and help make it possible for future generations to do the same. Annual memberships² are offered initially, for individuals, families and students. Membership will show a real commitment to WA's spectacular natural environment and bring benefits including discounted publications from the Department of Parks and Wildlife.

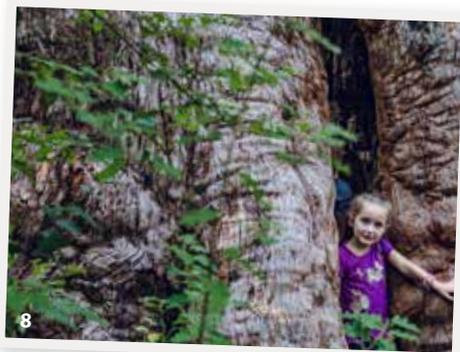
Applying to join is easy – please fill out our **Parks Pledge** or go to **www.ourwaparks.org.au**

Donate

Individuals and businesses can be part of this new community movement to channel more resources into our WA Parks by contributing:

- One off, or ongoing, tax deductible donations
- Legacy donations
- In kind support by providing services and materials
- Time and skills by working as a volunteer, or as a team of volunteers, to deliver projects funded by the Foundation.

² Membership fees are not tax deductible.



Corporate donors may elect to sponsor particular projects or a series of programs, or become one of the Foundation's supporting partners, or to engage in corporate volunteering.

To make a donation, please fill out our **Parks Pledge** or go to **www.ourwaparks.org.au**

Resources received will be allocated transparently and projects will be reported on and promoted. We will work closely with the Department of Parks and Wildlife and other land or sea managers and supporting organisations to coordinate and enhance the work being done.

Every contribution will bring the donor:

- the satisfaction of contributing directly to places they love and enjoy
- pride in seeing new facilities and programs delivered that would not otherwise have been possible now
- public acknowledgement of their gift on the Foundation's website and social media posts, through publications from media statements to e-newsletters, and on signage as appropriate.



First priorities

The WA Parks Foundation will begin operations with a focus on Parks in and around Perth, where the greatest numbers of visits are made and Parks are therefore under the greatest pressure, and the Pilbara, where improvement opportunities have been identified. However, as the Foundation grows, all areas of the State will benefit. The Foundation aims to collaborate with others and build partnerships to achieve more.

Perth is ringed by Parks, destinations for hiking, walking, rock climbing, bird watching, canoeing, swimming, trail bike riding, boating, school visits, photography, whale watching, orienteering and just spreading a picnic rug. With all the demands on people's time, some in the community have forgotten what's on their doorstep. Others would like to spend more time in Parks, but would feel more comfortable doing so if they could join guided activities, at least initially. The State Government promotes Parks and provides some activities, but the WA Parks Foundation wants to do more to help people enjoy and appreciate Parks, and its goal is to connect people and Parks.

With this in mind, initial priorities for Parks projects are envisaged to be in the following target areas.



Protecting our Parks

Set up projects around the themes of:

- Improving knowledge of the uniqueness and biodiversity of Parks
- Renewal, improvement or conservation of priority Parks
- Improving access and use through new technologies, interpretation and information
- Working with others to support threatened species recovery
- Protecting the natural environment
- Controlling weeds and re-establishing native species.

Connecting people to Parks

- Develop a campaign to raise awareness of the importance of Parks intrinsically and from an environmental viewpoint, and also to our health, wellbeing and sense of belonging.
- Develop a recruitment drive for members and supporters to work with the Foundation.

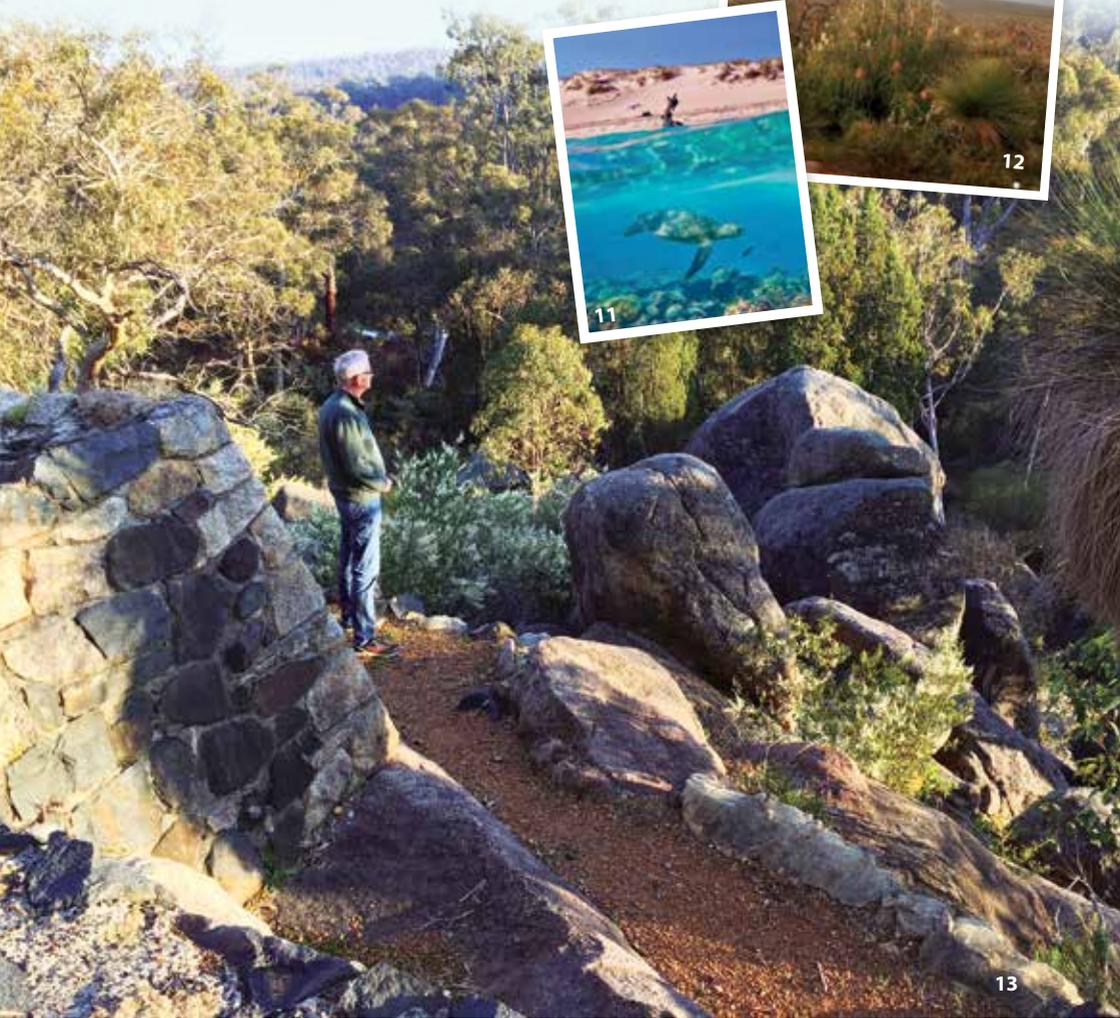
- Initiate a program which features particular parks for a period of time to focus activity, events, partners and the community on Park experiences.

Doing more through collaboration

- Develop a campaign to raise awareness of the WA Parks Foundation and its aim to bring closer collaboration between aligned organisations to increase collective outcomes.
- Develop a partnering framework for the Foundation to work with other organisations on joint projects.
- Develop a calendar of activities to introduce potential delivery partners and community groups to the Foundation.
- Develop and maintain a database of 'Friends of' groups to enable project matching and collaboration.

The WA Parks Foundation

A new opportunity to do more for WA's natural environment



13

WWW.OURWAPARKS.ORG.AU



facebook.com/OurWAParks



twitter.com/OurWAParks



instagram.com/OurWAParks