

IMPACT REPORT 2018

*A world where people
and nature thrive*



The Nature Conservancy acknowledges the Traditional Owners of the places in which we work and honours the deep cultural, social, environmental, spiritual and economic connection they share with their lands and waters.



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WELCOME FROM THE NATURE CONSERVANCY AUSTRALIA

The Nature Conservancy's vision is a world in which people and nature thrive. By solving the top threats facing nature, we can also improve the lives of millions of people.

The world is at a crossroad, with two possible paths forward for people and nature. The first path leads to biodiversity loss, an unsafe climate and scarce water resources as our needs for more food, water, minerals and energy stress the very lands, rivers and oceans that sustain us. This is the path the world is currently on.

But science shows us there is another path we can choose, that a brighter future is possible when we collaborate with others. *We can* ensure that people can be lifted out of poverty without sacrificing nature. *We can* work with Indigenous people to reinstate traditional land management, to keep nature and culture strong and achieve conservation outcomes from dramatic reduction in wildfires. *We can* provide much needed water to wetlands in the Murray-Darling Basin. *We can* rebuild lost shellfish reefs to protect coastal communities. *We can* think big and make it happen as the Ten Deserts initiative shows, covering a third of Australia. *We can* use trees to improve air quality and reduce heat in our biggest cities. Not only can we make these changes, we *must*. And we have already begun.

Since our last Impact Report in 2016, we have seen the change we nurture take root and expand with a promise of national and global impact. We spoke then of our goals for 2020, which were big and visionary. The innovative, science-based solutions we talked about have been underway for two years and we are proud of the results we can now share with you today.

We are on track to meet our goals for 2020, and in some instances, have already achieved or surpassed them. Our work rebuilding lost reefs in Victoria, Western Australia and South Australia; the expansion of the Adelaide International Bird Sanctuary; the ongoing success of the *Murray-Darling Basin Balanced Water Fund* and the benefits it's bringing to farmers and wetlands alike; the expansion of our savanna fire management carbon initiative and the huge reduction in wildfires we are seeing as a result; and the completion of pilot urban forest mapping in Melbourne: all these highlights point to a brighter, more sustainable tomorrow.

We've still got a long way to go, but we're proud of how we are drawing on one of our biggest strengths - bringing diverse groups together - to find practical, common-ground solutions to nature's biggest challenges. We are not naïve; we know the challenges ahead are formidable, but we also believe that by galvanising all sectors of society, engaging more partners and thinking bigger than we ever have, we can positively change the world so people and nature can thrive together.

The achievements highlighted in this report would not have been possible without your help. Our successes are underpinned by our relationships - with our donors and supporters, partners and volunteers. Together we can be the change we need to ensure a better world for all.

Thank you for your support.

Rich Gilmore
Country Director

Robert McLean AM
Chair, Advisory Board



ABOUT US

The Nature Conservancy was founded in 1951 and now works in 72 countries with a staff of nearly 4,000 people - including 600 scientists. Through collaborations with an extensive network of partners all over the world, The Nature Conservancy is positioned to take action on the most complex challenges facing the planet.

The Conservancy's Australia program was formed in 2002, with our projects serving as living laboratories where new ideas to **protect** nature are tested and perfected. We engage businesses and governments to deliver on-the-ground results, proving that these innovations **transform** how society values and uses our natural resources. And, by empowering stakeholders with solutions that work, we **inspire** the kind of action that brings lasting prosperity for people and nature around the globe.



67

Years of impact



1 Million

Members



600

Scientists



50 Million

Hectares conserved



72

Countries

OUR MISSION

is to conserve
the lands and
waters on which
all life depends

OUR VISION

is a world in
which people and
nature thrive

OUR VALUES

Integrity beyond reproach
Respect for people, communities, and cultures
Commitment to diversity
One Conservancy
Tangible, lasting results



Photo credit: Brendan Rankine

WHERE WE'RE WORKING



KEY

- The **tropical savannas** of northern Australia
- The aridlands of the **outback deserts**
- The rivers and wetlands of the Southern **Murray-Darling Basin**
- The bays and estuaries of our **great southern reefs**
- The natural environment in Australia's **largest cities**

Photo credit: Liam Byrne



PRIORITISING OUR EFFORTS

To put the world on the path to sustainability, we need to make significant progress in the next 10 years. We need to make changes that encompass the way we manage our lives - everything from our health to our economic systems and our governing policies. Science shows this can be done, we can create a world where people and nature thrive.

We understand that within our strategies and priorities we cannot support every important project, nor protect every important place. That's why our conservation efforts focus on activities for which The Nature Conservancy is the world's best-qualified organisation to deliver, and that will deliver the most significant outcomes for our mission and vision. Our projects - both globally and here in Australia - all share common characteristics and meet certain criteria in order for us to commit to them:



The potential for massive conservation outcomes



Systematic, replicable design



Clear, concrete impact measures



Enduring impact through complementary policy



Full-cost accounting and a clear end-game



Benefits to nature and people

The Nature Conservancy has developed a plan for how we can help make these changes happen. We are tackling the root causes of some of the toughest problems facing people and nature today, replicating good ideas to save many places and improve people's lives. Grounded in local experience, we share our knowledge to influence global decision-making.

OUR IMPACT

Australia is a megadiverse country. Many of the species found in Australia are unique, with 80% of mammals, plants and reptiles found nowhere else in the world. We have a special responsibility to conserve these species and their habitats and we must urgently address the declining abundance and diversity of life for generations to come.

Through a science-based analysis, The Nature Conservancy has identified eight challenges that are the major drivers of global biodiversity loss. While other threats exist, evidence indicates that prioritising where and how we work will ensure we achieve the biggest possible impact.



Invasive species



Climate change



Agricultural expansion



Unsustainable wood products



Overfishing



Urban sprawl



Energy production and sprawl



Source water quality and wastewater

To address these challenges we have determined five global priority actions (see page 7). By addressing these priorities we can make the most immediate, measurable and powerful contribution to solving some of the greatest challenges facing nature and people today. Our strategy is to implement these actions thereby tackling the root causes of the most pressing problems. We seek to replicate good ideas to save important places and improve people's lives and livelihoods, using those ideas to inform public policy, and share our knowledge with the world. Working with partners, using sound science and developing innovative models for conservation that can be scaled up across landscapes and seascapes, are trademarks of our approach.

In Australia we are addressing these global priorities across five areas of the country - our Tropical Savannas, Outback Deserts, the Murray-Darling Basin, Great Southern Reefs and Nature in the City (starting with Melbourne).

The following pages outline the progress we've made towards our 2020 goals in these areas. What's particularly encouraging is how much we've already achieved towards these goals for established programs, with exciting potential for new and emerging programs.

Thanks to the generous support of our partners, we are well above target to ensure our actions are having the greatest impact for a country where people and nature thrive together.

Dr James Fitzsimons
Director of Conservation



OUR PRIORITIES

TACKLE CLIMATE CHANGE

Implement and increase emphasis on readily available, cost-effective natural climate solutions, such as reforestation, and drive policy changes to accelerate our transition to a clean energy future

PROTECT LAND AND WATER

Complete large protection deals using innovative finance, share smart infrastructure siting principles to encourage sustainable development and partner with indigenous people to strengthen their rights as environmental stewards

PROVIDE FOOD AND WATER SUSTAINABLY

Work with farmers, landowners, fishers and water managers to create sustainable supplies of food and water, reduce negative environmental impacts and promote economic growth

BUILD HEALTHY CITIES

Demonstrate how green infrastructure, such as planting trees, can address urban challenges, including stormwater run-off, air pollution and heat islands

CONNECT PEOPLE AND NATURE

Help more people to understand the many ways nature improves our lives so that more invest to protect and save it



Photo credit: Lachlan Davis

TROPICAL SAVANNAS



GLOBAL PRIORITIES

Tackle climate change and Protect land and water

WHERE WE WORK

Australia's northern tropical savannas, from the Kimberley in the west through Arnhem Land to Cape York in the east.

OUR VISION

Quolls foraging, young people learning from elders, and prosperous communities harnessing fire for renewal and lower greenhouse gas emissions.

CONSERVATION CHALLENGE

Home to the world's largest intact tropical savanna, northern Australia is teeming with life – more than half of our bird species and around a third of our mammals are found here. Uncontrolled fires, invasive species and pressure from poor development are threatening this vast landscape. Many of these threats occurred in the years following European settlement and the subsequent reduction in Indigenous land management. Thankfully today, Indigenous people own or lay claim to more than 60% of the land across the savannas and are reapplying their knowledge and skills in looking after Country. The conservation challenge in our north is to sustain this caring for Country over the long term, for the benefit of nature, local communities and all Australians.

OUR IMPACT

We work with Indigenous, research and government partners to implement fire-carbon projects across the north. These projects blend Indigenous knowledge with cutting-edge science to significantly reduce late dry season wildfires. This conserves biodiversity, reduces carbon emissions and provides meaningful employment for Indigenous Australians. We also support Indigenous groups to plan the best ways to manage their land, help create Indigenous Protected Areas and build capacity for sustainable land management. Together we're helping to improve the wellbeing of both people and Country.

BY 2020, TOGETHER WITH TRADITIONAL OWNERS, WE WILL

Support Indigenous groups across the northern Australia to:

1. Improve the health of the savanna and expand conservation management across **39 million hectares** of the northern savannas.
2. Enrich Indigenous livelihoods by generating **\$30 million of sustainable finance** per annum.
3. Expand early dry season fire management to more than 20 million hectares, reducing annual greenhouse gas emissions by more than **6.4 million tonnes per annum**.

OUR IMPACT TO DATE

- A. **20 million hectares** of country across our northern savannas is now under conservation management.
- B. **\$13 million of revenue** for Indigenous land managers is being generated per annum (at an average carbon price of \$11.90 per tonne) as a result of the fire-carbon economy.
- C. Early dry season fire management is reducing net greenhouse gas emissions by **1.1 million tonnes** per annum.

SUPPORTING TRADITIONAL OWNERS IN MANAGING THEIR LANDS

The mighty Mardoowarra (Fitzroy River) in the Kimberley Region of far north Western Australia runs through the rugged and beautiful traditional Country of the Nyikina and Mangala people. It's one of the few places left in northern Australia where you find the endangered Northern River Shark and three vulnerable species of freshwater sawfish, along with rock-wallabies and bilbies.

Mardoowarra is the lifeblood of Nyikina Mangala people. Their Traditional Owners are concerned about the impact on their Country from activities like wild fires, mining, exploration, unmanaged tourism and irrigated agriculture.

"We asked The Nature Conservancy for some help to create a plan to manage our Country," said Linda Nardea, Artist, Director and Cultural Advisor for Walalakoo Aboriginal Corporation (representatives of the Nyikina and Mangala people). "The Healthy Country Plan we came up with together helps our rangers look after Country better using both traditional knowledge and *kartiya* (western) science."

"We asked The Nature Conservancy for some help to create a plan to manage our Country"

Linda Nardea



Photo credit: Mark Zappelli

OUTBACK DESERTS



GLOBAL PRIORITY

Protect land and water

WHERE WE WORK

Australia's Ten Deserts, stretching from the Pilbara in the west, through the Western Desert, Uluru and Kata Tjuta in the centre, to Kati Thanda-Lake Eyre in the south-east.

OUR VISION

People and culture thriving, birds and bilbies flourishing, and waterholes bringing life to a vast and vibrant Outback.

CONSERVATION CHALLENGE

Australia's deserts form the largest intact aridlands left on Earth. Despite losing a number of mammal species following European settlement, much of our aridlands remain relatively unaltered. Within this vast landscape are the Martu lands, spanning an area twice the size of Tasmania, across WA's Western Desert region. Martu Country is home to some iconic threatened species like the Black-flanked Rock-wallaby, the Greater Bilby and maybe even the Night Parrot.

These deserts also hold immense cultural significance with ancient rock art and important Jukurrpa (dreaming) stories. Having lived here for at least 5,000 years, the Martu people like other Traditional Owners, have deep understanding of their Country passed on over many, many generations.

The conservation challenge is to find ways to support Traditional Owners, like the Martu, so that they can continue to care for their Country in the face of threats such as wildfires, feral cats and camels, and invasive weeds.

OUR IMPACT

Our flagship partnership in the desert, the *Martu Living Deserts 'Warrampa Kana' Project* was a collaboration between The Nature Conservancy, BHP and Martu organisation Kanyirninpa Jukurrpa. As a result of the project, men's and women's Martu ranger teams restore traditional burning practices, control feral animals, rehabilitate waterholes and protect threatened species like bilbies and rock-wallabies. This work has now expanded to cover all of Australia's ten deserts, creating the largest Indigenous-led connected conservation network on Earth and keeping our outback healthy for the benefit of the entire world.

BY 2020 WE WILL

1. Support the ongoing traditional management of fire, feral animals and waterholes across **14.6 million hectares** of Indigenous lands.
2. Establish a proven and effective model for providing sustainable funding for conservation land management in the aridlands.
3. Increase the area of Australian aridlands under conservation protection by **200,000 square kilometres** (5.6% of Australian aridlands).

WHAT WE'VE ACHIEVED SINCE 2016

- A. Supported the Martu people of the Western Desert to manage their **14.6 million hectare** traditional lands for conservation including funded ranger programs, threatened species recovery and feral animal control.
- B. We supported nine other, mostly indigenous-led organisations to launch the *Ten Deserts Project* in March 2018 with **\$21 million** from BHP Billiton Foundation. The Project supports the largest Indigenous-led connected conservation network on Earth. The Ten Deserts region is vast, spanning **2.7 million square kilometres**, or one-third of Australia.
- C. We continue to work towards new **Indigenous Protected Area** declarations by 2020. The current area under IPAs remains the same as in 2016.



EMPOWERING NATURE'S LEADING WOMEN

Living and caring for Country in remote Australia can be challenging. Melissa Wurramarrba is a young woman from Ngukurr in the Northern Territory who has faced and overcome some of these challenges. "I'm the first person from Ngukurr to attend university straight from school in over 30 years."

With the help of The Nature Conservancy, Melissa and more than 30 women like her from remote Australia and a number of South Pacific island countries, came to Brisbane in late 2017 for the Nature's Leading Women event. Together they worked on their 'big ideas' for conservation for their own countries and communities.

Ngukurr's big idea is to facilitate more two-way learning between Indigenous and non-Indigenous Australians. By establishing the Yugul Mangi Bush Campus in Ngukurr, more students in Ngukurr can learn from visitors from Macquarie University. "I also hope more students like me will get the opportunity to attend university to help build their knowledge so they can fulfil their dreams."

"I also hope more students like me will get the opportunity to attend university to help build their knowledge so they can fulfil their dreams"

Melissa Wurramarrba



© Grady Timmons



TIMELINE OF ACHIEVEMENTS

2003

First land acquisition within Australia, in partnership with the Meles Fund. The Nature Conservancy assisted Trust for Nature to acquire Neds Corner Station, a 30,000 hectare property in northwest Victoria. Numerous land purchase assists since has helped created some of Australia's largest privately protected areas.

The Nature Conservancy became a partner in the **Gondwana Link** large scale project that had as main components conservation planning, land acquisition, restoration and management.

2007-2014

Support to establish and manage **Indigenous Protected Areas** across northern Australia. From 2007 we supported IPAs such as Kaanju, Wardekker, Unguu and Wilinggin in the Kimberley, Top End and Cape York. Focus shifts to provide more support to Indigenous groups, including governance, capacity and leadership development.

2010

First **Healthy Country Plan** is developed (funded by The Nature Conservancy and based on The Nature Conservancy's established Conservation Action Planning model), for Wunambal Gaambera Country encompassing approximately 2.5 million hectares in the North Kimberley region of north-west Western Australia. HCPs are now benchmarked by the Australian Government for developing Indigenous Protected Area plans into the future.

Wild Australia Program begins. A partnership between **The Nature Conservancy & The Pew Charitable Trusts**: focuses on assisting Traditional Owners establish Indigenous Protected Areas in northern Australia, establishing a marine protected area network in the Commonwealth waters of south-western Australia, protective mechanisms for Channel Country Rivers, and a comprehensive reserve network for the Great Western Woodlands.

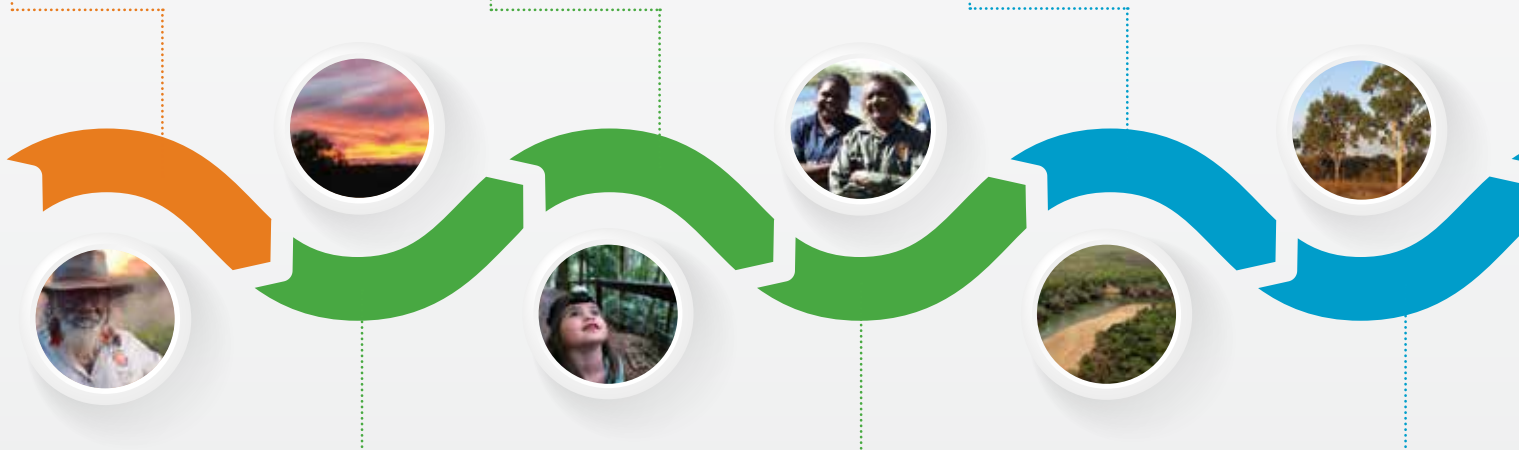
2007

The Nature Conservancy and the Thomas Foundation launch the **David Thomas Challenge**, the largest philanthropic conservation effort in Australian history. The two major objectives of the David Thomas Challenge were to support conservation within Australia and to increase the level of philanthropic giving to conservation in Australia. The Challenge resulted in over \$22.2 million invested in high priority conservation work across Australia and leveraged a further \$6.2 million through the Australian Government for a total investment of \$28.47 million in achieving tangible conservation results.

2007

The Nature Conservancy (and partners the Australian Government, Indigenous Land Corporation, Pew Charitable Trusts, and Greening Australia) finalise the purchase of the 180,000 hectare **Fish River Station** for conservation with the aim of handing the land back to Traditional Owners. This was the first time an Australian NGO put money into such an arrangement and the first time the Australian Government's National Reserve System Program funded an acquisition for this purpose.

2010



2010

The Nature Conservancy joins forces with Kanyirninpa Jukurrpa and BHP Billiton to embark on the **Martu Living Deserts Project**. Martu country in the Western Desert includes parts of the Great Sandy, Little Sandy and Gibson Deserts.



2015

The Nature Conservancy and Kilter Rural establish the **Murray-Darling Basin Balanced Water Fund** to provide water for Australian farming families while protecting culturally significant wetlands that support threatened species. The Fund is the first of its kind in Australia, allowing investors to secure water for agriculture, realise a financial return and restore threatened wetlands and floodplains through a single investment.



2017

Official opening of South Australia's **Windara Reef** – the largest reconstructed shellfish reef in the Southern Hemisphere. Once complete, the \$4.2million reef will span 20 hectares in Gulf St Vincent, off Ardrossan.



The Nature Conservancy begins work with the Walalakoo Aboriginal Corporation, representing the Nyikina and Mangala Traditional Owners, the Kimberley region of Western Australia, on developing a Healthy Country Plan to protect the **Fitzroy River**.

Australia's first ever **shellfish reef restoration project** begins in Port Phillip Bay, as part of our Great Southern Seascapes program.

2015

The Nature Conservancy's *FishFace* project wins the **2016 Google Impact Challenge: Australia**, to develop game-changing technology to protect global fish stocks.

2016

Formal proclamation of the expansion of **South Australia's first new National Park** in a decade, the Adelaide International Bird Sanctuary National Park–Winaityinaityi Pangkara. Thanks to the generous support of private donors, The Nature Conservancy's purchase of two land parcels helped secure the protection of 85 hectares of coastal habitat encompassing low dune and coastal shrubland, aimed at protecting this vital migratory shorebird habitat.

2017

MURRAY-DARLING BASIN



GLOBAL PRIORITIES

Provide food and water sustainably and Protect land and water

WHERE WE WORK

The rivers, wetlands and farms of the southern Murray-Darling Basin.

OUR VISION

Ancient red gums standing, mighty rivers running and productive farms nourishing Australia and the world.

CONSERVATION CHALLENGE

The Murray-Darling Basin is one of the world's largest and most productive river basins, sustaining \$19 billion of agricultural production and one-third of Australia's food supply. The Basin's 30,000 wetlands support a wide variety of animals, plants and ecosystems of national and international significance.

Around the world, population growth, climate change and over-extraction are placing enormous stress on the availability and quality of fresh water. Australia is no exception: in the Murray-Darling Basin - our nation's food bowl - 80% of wetlands, rivers and floodplains are in poor or very poor health.

OUR IMPACT

In partnership with the Murray Darling Wetlands Working Group and Kilter Rural, we've launched the *Murray-Darling Basin Balanced Water Fund*. This world-first impact investing project is demonstrating a new model for shared water use. It provides water for farming families in the Basin when they need it most while restoring important wetlands. The Fund invests in permanent water rights in the southern Murray-Darling Basin and allocates those rights across different uses. When water is scarce and agricultural demand is higher, most of the water is made available to farmers. When water is abundant and agricultural demand is lower, more water is allocated to wetlands. It's a win-win, supporting both people and nature.

BY 2020 WE WILL

1. Demonstrate a market-based approach to managing water scarcity by acquiring **30 gegalitres** of permanent water entitlements.
2. Provide **6,000 megalitres** of water to wetlands each year, sufficient to restore ecological health to approximately **3,000 hectares** of wetlands.
3. Enhance natural values such as bird breeding events and fish spawning, wetland plant growth, and diversity and wildlife movement.

WHAT WE'VE ACHIEVED SINCE 2016

- A. The *Murray-Darling Basin Balanced Water Fund* has acquired **8.8 gegalitres** of water.
- B. We have supported the return of **2,500 megalitres** of water to wetlands in the southern Murray-Darling Basin covering **155 hectares**.
- C. The first wetland inundated recorded an **800% increase** in aquatic plant diversity, **135% increase** in bird diversity, **250% increase** in bird abundance and a **46% increase** in tree canopy health.

CREATING A BETTER WAY TO SHARE WATER

Farming and looking after nature go hand in hand for Wagyu beef cattle farmer Jamie McMaster. When Jamie first moved to Yambuna, near Echuca in northern Victoria, he said the 11 hectares of wetlands that border his farm had not seen water in years. “We bought the property in 2015 and it was dry for at least six or seven years prior to that”.

Forty megalitres of water pumped into nationally-significant Yambuna Lagoon in September 2017, thanks to the Murray-Darling Basin Balanced Water Fund (established by The Nature Conservancy and partners), provided a timely top up to the natural flooding that occurred 12 months prior.

“We were delighted with the huge improvements that came with the flooding of the lagoon. We saw a real increase in biodiversity in the area. We got lots more birds and even had freshwater turtles nesting within days of the lagoon’s banks coming under water.”

“We bought the property in 2015 and it was dry for at least six or seven years prior to that”

Jamie McMaster

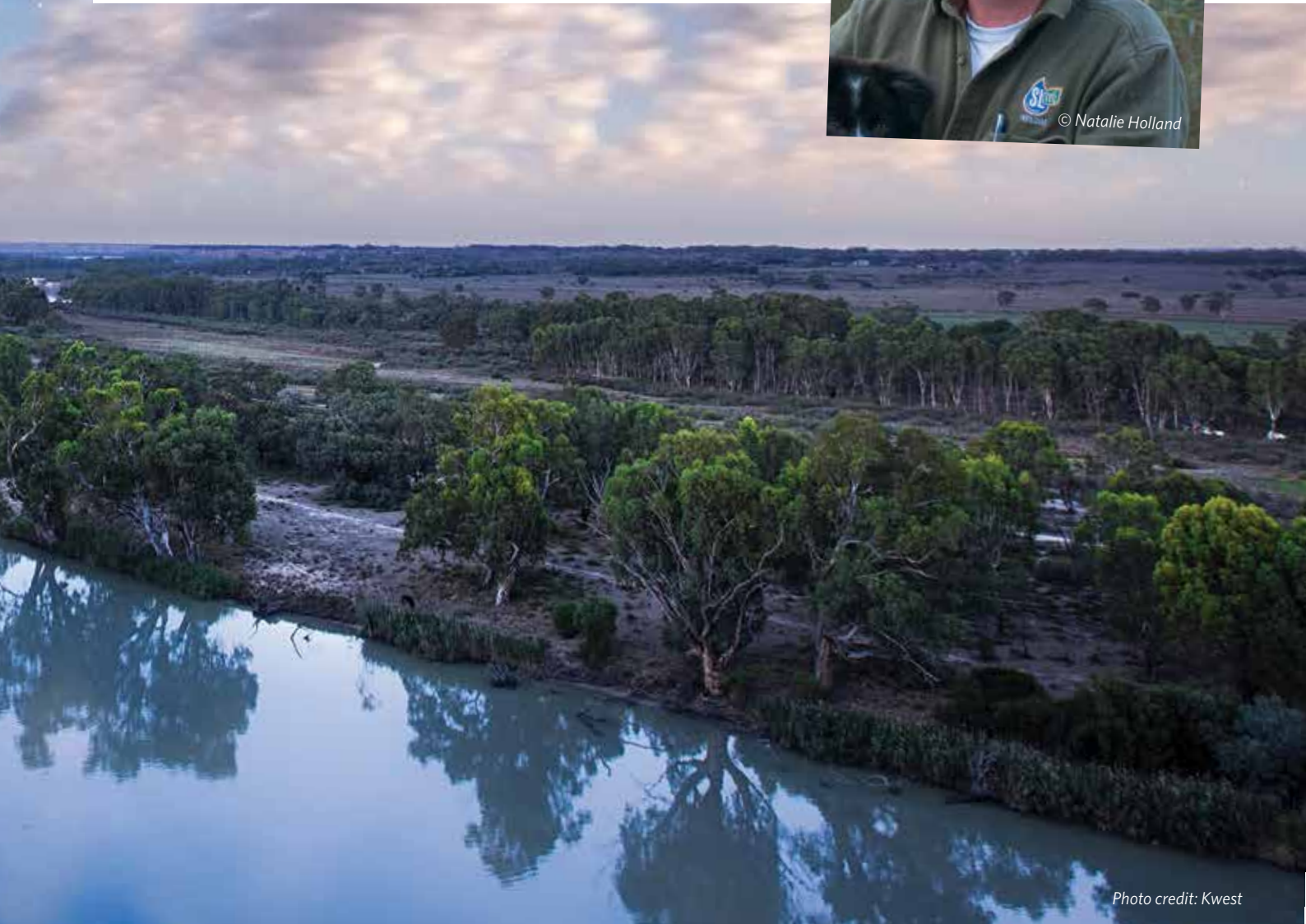


Photo credit: Kwest

GREAT SOUTHERN REEFS



GLOBAL PRIORITIES

Protect land and water and Provide food and water sustainably

WHERE WE WORK

The populated bays and estuaries along Australia's southern coastline, once home to our great southern reefs.

OUR VISION

Abundant fish that are safe to eat, oyster reefs teeming with life, and living shorelines protecting resilient coastal communities.

CONSERVATION CHALLENGE

Our southern coastlines provide many millions of Australians with fresh seafood, world class leisure and tourism opportunities and nutrient cycling. 200 years ago, these coasts supported thousands of oyster reefs and mussel beds which filtered the water and provided habitat for myriad ocean species.

After years of commercial dredging, water pollution, introduced species and disease, these reefs have virtually disappeared. The growth of cities, farming and intensive fishing have caused ecological decline in many bays and estuaries. Many are no longer able to support productive fisheries or sustain high levels of biodiversity.

OUR IMPACT

We aim to dramatically increase the pace and scale at which we restore and conserve natural habitats in bays and estuaries across southern Australia. We aim to change the way Australians value, support and resource marine restoration. We focus on seascapes where development, industry and recreational pressures are greatest and where people are most dependent upon the ocean. Using natural limestone and recycled oyster shells, we are rebuilding shellfish reefs in Victoria's Port Phillip Bay, in South Australia's Gulf St Vincent and in Western Australia's Oyster Harbour, with plans to extend the program further.

Our Mapping Ocean Wealth initiative is working to calculate and describe the value provided by Australia's southern coasts to support smart investment and decision-making that will sustain the ocean today and for future generations.

BY 2020 WE WILL

1. Catalyse the recovery of Australia's lost shellfish reefs by establishing **five** landscape-scale restoration projects across southern Australia.
2. Restore **500,000 square metres** of native shellfish reef habitat across the bays and estuaries of southern Australia.
3. Enable a national market for ecosystem services by demonstrating the blue carbon and shoreline protection values of saltmarsh, mangrove and seagrass habitats.

WHAT WE'VE ACHIEVED SINCE 2016

- A. We've established **three** large restoration projects in Port Phillip Bay, Victoria; Gulf St Vincent, South Australia; and Oyster Harbour, Western Australia. We're also supporting other restoration projects in Queensland.
- B. Our three established projects cover a total spread of **220,000 square metres**. We're in the process of establishing new projects in WA and NSW to establish reefs over a further combined area of **50,000 square metres**.
- C. We've helped establish a number of networks to build the national capacity for broad-scale shellfish reef restoration including the Australian Shellfish Reef Restoration Network (with more than 100 members), the Australian Coastal Restoration Network, the Seagrass Restoration Network and the Restore the Bay Community Network in Port Phillip Bay. And we're working with other coastal networks around Australia to improve connectivity and education in the community, academia and government.

BUILDING BLUE INFRASTRUCTURE

Local businessmen John Sandercock is passionate about fishing and the benefits it can bring local communities. John lives in Ardrossan on the Yorke Peninsula in South Australia.

“Healthy fish stocks in Gulf St Vincent play such a vital role in not only our lifestyle, but also our town’s economy. Caravan parks & holiday homes are always full when crabs are about, and when the whiting or snapper are biting – but it has been getting harder to get a regular feed.”

That’s why the Windara Reef project attracted John’s attention. “It’s so much more than just an artificial reef. The Nature Conservancy is actually replacing the natural oyster reefs that once existed up and down our coastline. The fact that Windara Reef is based on science made it really easy for the project to gain community support.”

John can’t wait for the reef to fully develop and bring fish back to the area. “Without the involvement of The Nature Conservancy, we would have just another artificial reef. Instead we’ll be able to enjoy the benefits of natural oyster reefs which will have significant, long-term economic and environmental benefits for our gulf and our community. We’re very excited to see how this project progresses.”

“Without the involvement of The Nature Conservancy, we would have just another artificial reef”

John Sandercock



© Michelle Sandercock



Photo credit: Craig Parry

NATURE IN THE CITY



GLOBAL PRIORITIES

Build healthy cities and Connect people and nature

WHERE WE WILL WORK

The natural environment in our biggest cities.

OUR VISION

Australian cities are resilient, healthy places in which people and nature flourish.

CONSERVATION CHALLENGE

Across the world, people are moving into cities at a faster rate than ever before. For the first time in human history, more than half of the world's seven billion people now live in cities. This rapid growth places cities in a precarious position, at the mercy of floods, droughts, storms and disease. Australian cities are consistently regarded as among the world's most liveable, with access to transport, housing, health, education, the arts, and the natural amenity of beaches, parks and rivers. However, as Australian cities grow larger they face new challenges including excessive heat, water scarcity, congestion and biodiversity loss. Nature can help meet these challenges but to date there has been no strategy – and little coordination – for bringing the power of nature back to cities. If we can fundamentally change the relationship between cities and nature, both can thrive together.

OUR IMPACT

Working with the global 100 Resilient Cities program, Resilient Melbourne, planners, developers, communities and 32 local governments, we are developing a comprehensive Urban Forest Strategy for metropolitan Melbourne. This visionary strategy will provide a catalogue of the natural assets and resources of a bustling, growing city. It will also provide information on how restoration and urban greening can be optimised to benefit biodiversity, decrease city heat and runoff, and provide other ecosystem services. Our scientists are compiling and analysing the data. The final strategy will outline current and future opportunities for people to enjoy nature in the city and be part of its restoration.

BY 2020 WE WILL

1. Publish the first whole-of-city strategy for nature in Melbourne and deliver on-ground demonstration projects.

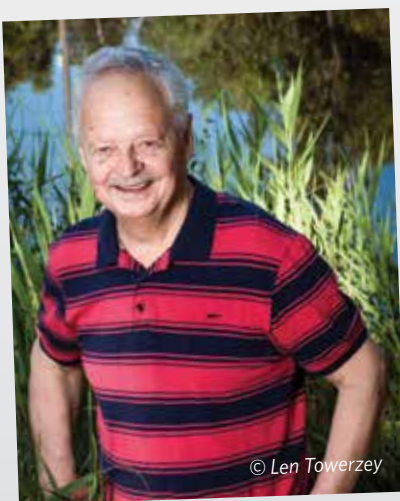
WHAT WE'VE ACHIEVED SINCE 2016

- A. We've been spearheading the creation of a comprehensive Urban Forest Strategy for metropolitan Melbourne that is nearing completion and will be released by the end of 2018.

GROWING A GREENER MELBOURNE

Restoring natural habitats and adding greenery back into urban areas really drives Geoffrey Mitchelmore OAM.

Geoffrey is one of those local champions for conservation that really make a difference for wildlife and for people. As President of the Friends of Lower Kororoit Creek, Geoffrey remembers how things used to be in his favourite waterway. "About 15 years ago the creek was a dangerously unhealthy, filth-choked and neglected eyesore. The Friends got together with a range of partners and worked hard to rehabilitate the area. Today it's a blooming, vital waterway right at our community's heart." Geoffrey is thrilled that The Nature Conservancy and Resilient Melbourne are working together to develop an Urban Forest Strategy for all of metropolitan Melbourne. "We've shown what can be done on a relatively small scale in our local creek. The fact that The Nature Conservancy and its partners are developing a plan to improve urban greenery across Melbourne is so exciting. It will bring huge benefits for nature and for the people of Melbourne over the long term."



© Len Towerzey

INSPIRING NATURE'S CHAMPIONS



GLOBAL PRIORITY

Connect people and nature

WHERE WE WORK

All across Australia – and beyond through our digital channels.

OUR VISION

People fully understanding and appreciating the many ways nature improves our lives, being motivated to do what they can to protect it and inspiring others join the fight for nature.

CONSERVATION CHALLENGE

To be successful in our mission to *conserve the lands and waters on which all life depends*, nature needs people. The conservation challenges our scientists have identified and the global priorities we focus our attention on are too big and too important to be left to just a few to solve.

The Earth needs its people to consume resources in sustainable ways, find better ways of growing food and extracting water, and lower our greenhouse gas emissions to prevent dangerous climate change. The Earth also needs supporters to rally the cause, positively influence others and give generously in support of nature.

In an increasingly urbanised and online world, we see it as part of our job to reconnect people and nature.

OUR IMPACT

To connect people and nature we are:

- **Raising awareness** – through social and traditional media, our website and campaigns such as our annual Photo Competition, we are raising nature in the consciousness of the Australian community. Through our pragmatic style and focus on providing solutions (rather than just describing problems) we are helping Australians stay in touch with nature's news.
- **Promoting action** – to encourage people to spend more time in nature we are building the #greendesking movement, to get people outdoors during work, for more productive workplaces and more nature-connected workers.
- **Gathering supporters** – we're working with governments, corporations, donors, followers and our members to build a growing constituency for conservation.

OUR GOALS

Connecting people and nature is our newest priority in conserving the lands and waters on which all life depends. We look forward to sharing our future goals in this area in future Impact Reports.

OUR IMPACT TO DATE

- A. To date we have generated **168,500** social media followers, achieved **300** traditional media articles per annum, attracted **265,000** website sessions per annum, and welcomed **21,065** entries from **6,240** entrants in our Photo Competition over last last two years.
- B. Our *Work With Nature* campaign encouraged **3,000** #greendeskers to get outdoors during working hours, engaged **180,000** people, with a total reach estimated at **5.1 million** people with a message of the benefits of nature to our health and wellbeing.
- C. We are supported by **12** government partners, **31** corporations, **45** foundations and community organisations, and **6,000** Conservation Champions through our supporter program.

WAYS OF GIVING TO THE NATURE CONSERVANCY

Nature needs people like you – let us help you, help nature

When you support The Nature Conservancy, you help achieve lasting results for both people and nature. From the tropical savannas in our north, to bays and estuaries in our south, all of our successes start with the dedication and passion of people like you.

- Make an **annual gift** to help tackle critical conservation issues right here in Australia (please see tear off form).
- Become a **Conservation Champion** and your monthly gifts will sustain a healthy Australian environment today and for generations to come.
- Invest in creating a positive impact by becoming a **philanthropic or corporate partner** in our work across Australia or for a specific program or project.
- Find out more about making a lasting legacy to **conservation in your Will** by contacting marla.edwards@tnc.org or simon.habel@tnc.org in complete confidence.
- Leave a lasting gift now. If you'd like to consider contributing to our **Endowment Fund**, that will continue to work for you in perpetuity please contact marla.edwards@tnc.org.
- For more information on the different ways of giving to The Nature Conservancy, to ask us any questions or for more information, please either email us at ausdevelopment@tnc.org or use the space provided on the message section on the back of the tear out form to the right.

Photo credit: Phillip Roach

WHERE THE MONEY GOES

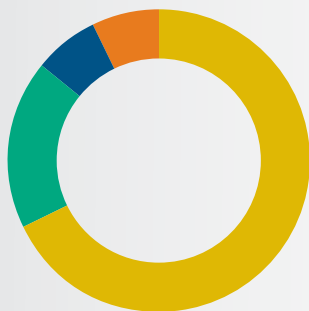
We can only carry out our important conservation work in Australia because of the generous backing of all of our donors and supporters.

We provide supporters with all the information they may need to be assured that their generous donations are being appropriately applied to Australian conservation projects, in the most efficient manner possible.

The charts below show our revenue sources and expenditure for the last two full financial years combined (FY16 and FY17). Effectively and efficiently applying our funding for the maximum conservation benefit in the field, is one of our hallmarks. More than three quarters of all expenditure is directed to conservation work.

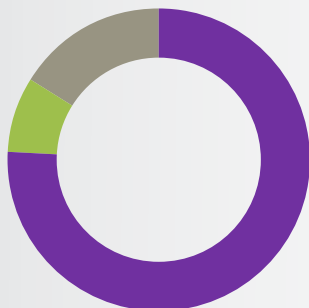
REVENUE

Foundations and donations	68%
Corporations	18%
Government	7%
Other	7%



EXPENDITURE

Conservation programs	76%
General and administration	8%
Fundraising and marketing	16%



Title (tick) Mr Mrs Ms Miss Dr Prof Other

Given Name

Surname

Street Address

Suburb

State

Postcode

Email

Contact Number: Home

Contact Number: Work

Contact Number: Mobile

Your donation will help us conserve Australia's iconic lands, waters and wildlife for our future generations.

I would like to become a Conservation Partner and make a donation to The Nature Conservancy.

Please deduct the amount of:

\$1,000 \$5,000 \$10,000 \$25,000 Other \$

Email

Credit Card Number

Visa Mastercard

Cardholder name

Expiration date

OR

My cheque/money order is enclosed (please make payable to **The Nature Conservancy Australia**)

Please be assured your personal details will remain confidential. Donations \$2 and over are fully tax deductible.

Please send me information about:

- The Nature Conservancy Endowment Fund
- Leaving a gift to The Nature Conservancy in my Will
- Corporate partnerships and workplace giving

THANK YOU

FOR TAKING ACTION TO PROTECT AUSTRALIA'S NATURAL HERITAGE BY BECOMING A CONSERVATION PARTNER.

Send completed form to:
PO Box 57, Carlton South, VIC 3053



MESSAGE TO THE NATURE CONSERVANCY

If you have anything you'd like to share with us, or to request more information about how to donate or get involved, please write us a note here (or email us at ausdevelopment@tnc.org) **Thank you!**

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.....
.....
.....

Name:

Phone:

Email:

OUR PEOPLE

To achieve great things, you need a great team. With over 600 scientists out of a total workforce of 4,000 across 72 countries, there's no doubt science is critical to the success of The Nature Conservancy. But to support our work in conservation and science we also need experts in innovative finance, fundraising, communications, administration and more.

Get to know just four of our Australian staff and what they're doing for conservation.

HUGH POSSINGHAM

Chief Scientist

Hugh is a world renowned scientist with a highly distinguished career during which he has published over 400 peer-reviewed papers and supervised 35 doctoral students. He co-developed the Marxan software for systematic conservation planning, which is considered the most significant contribution to conservation biology to emerge from Australia's research community.

As Chief Scientist for The Nature Conservancy globally, Hugh leads the scientific work of our organisation across the world.

Hugh has a Bachelor's degree with Honours from the department of Applied Mathematics at the University of Adelaide. He completed his Doctor of Philosophy at Oxford University on a Rhodes Scholarship where his thesis focused on optimal foraging theory. He commenced working at The Nature Conservancy in 2016 and works from our Brisbane and Washington, DC offices.



Photo credit: Andrew Benison

MARLA EDWARDS
Director of Development,
The Nature Conservancy
Australia

Marla is an innovative corporate, business development and fundraising executive, with more than 15 years' experience working for multinational corporations and not-for-profits in Australia and the USA. She's also a talented entertainer with a former career as an opera singer!

As Director of Development for the Australia program Marla has the awesome responsibility for growing our partnerships with foundations, corporations and other partners wishing to join with The Nature Conservancy in conserving nature.

Marla holds a BA Science with Honours from the City University of New York, a Postgraduate Certificate in Business from UTS, a CFRE Certificate in fundraising, and was awarded QUT's Vice Chancellor's Performance Award for outstanding achievement in teaching. Marla participated in The Nature Conservancy's Coda and Barbara Thomas Fellowships reviewing innovative conservation financing models. She commenced working at The Nature Conservancy in 2015 and works from our Brisbane office.



Photo credit: Ian Wilkinson

GEOFFREY
LIPSETT-MOORE
Climate Specialist,
The Nature Conservancy
Asia-Pacific

Geoff has worked in a broad range of conservation capacities over three decades ranging from field assistant, wildlife biologist, ecologist, conservation planner to CEO. He has worked in an equally varied range of environments including sub Antarctic Heard Island, the boreal forests of Canada, the tropical forests of Peru, the reefs of Papua New Guinea, and the Australian desert.

In his capacity as Climate Specialist, Geoff is focused on climate change adaptation and mitigation initiatives in support of indigenous people in Australia and the Pacific.

Geoff has a PhD in tropical rainforest ecology from James Cook University, Queensland. He commenced working at The Nature Conservancy in 2006 and works from his home office in Queensland.



Photo credit: Andrew Lipsett

ANITA NEDOSYKO
Marine Restoration
Coordinator, South Australia

Anita is a marine biologist, science educator and learning coach. Prior to joining The Nature Conservancy, she worked as co-founder of the Saving Nemo Conservation Program, as an environmental consultant for an engineering firm and for government as an environmental assessment officer for mining and offshore oil development.

As our Marine Restoration Coordinator in South Australia, Anita oversees the construction of Windara Reef in Gulf St Vincent as part of our Great Southern Reefs project. Anita really appreciates how The Nature Conservancy provides an equitable workplace with the flexibility to work unconventional hours so that staff can juggle family and other commitments, as well as our first rate diversity and inclusion programs.

Anita has an honours degree in Marine Biology from Flinders University and a Graduate Diploma in Environmental Management from University of Adelaide. She commenced working at TNC in 2016 and works from our Adelaide office.



Photo credit: Brett Sheridan



Photo credit: Patrick Harrison

ACKNOWLEDGMENTS

The Nature Conservancy partners with individuals, corporations, trusts, foundations and private ancillary funds to deliver innovative programs that address the needs of our unique Australian environment and the communities that depend on it.

If you are considering making a philanthropic gift to The Nature Conservancy and wish to discuss your options, please contact Marla Edwards, Director of Development, or Simon Habel, Associate Director of Development in confidence, on (03) 8346 8600.

THANK YOU!

The great work you've just read about would never have been possible without the hard work of countless people associated with The Nature Conservancy. To these collaborators, mentors, partners and friends, a heartfelt 'thank you'. Thank you to our donors and sponsors; thank you to the corporate organisations that rally to our (many) calls; and thank you to the trusts, foundations and board members who have all worked so tirelessly – all because you, like us, believe in a world where people truly nurture nature.

THE NATURE CONSERVANCY AUSTRALIA ADVISORY BOARD

Our Australian Advisory Board are vital ambassadors, conservationists, fundraisers and advisors. We are privileged to have the following Trustees on our Advisory Board:

Our Australian Advisory Board

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Director, Paul Ramsay Foundation

Charles Carnegie
Managing Director, Waypoint Group

Jock Clough
Chair, University of Western Australia's Oceans Community

Dr Gordon de Brouwer PSM

Sandra De Castro
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Maria Myers AC
Chair, Kimberley Foundation Australia

Greg Paramor AO
Managing Director, Folkestone Limited

Julien Playoust
Managing Director, AEH Group

Asia-Pacific Council Australian Representatives

Mark Burrows AO

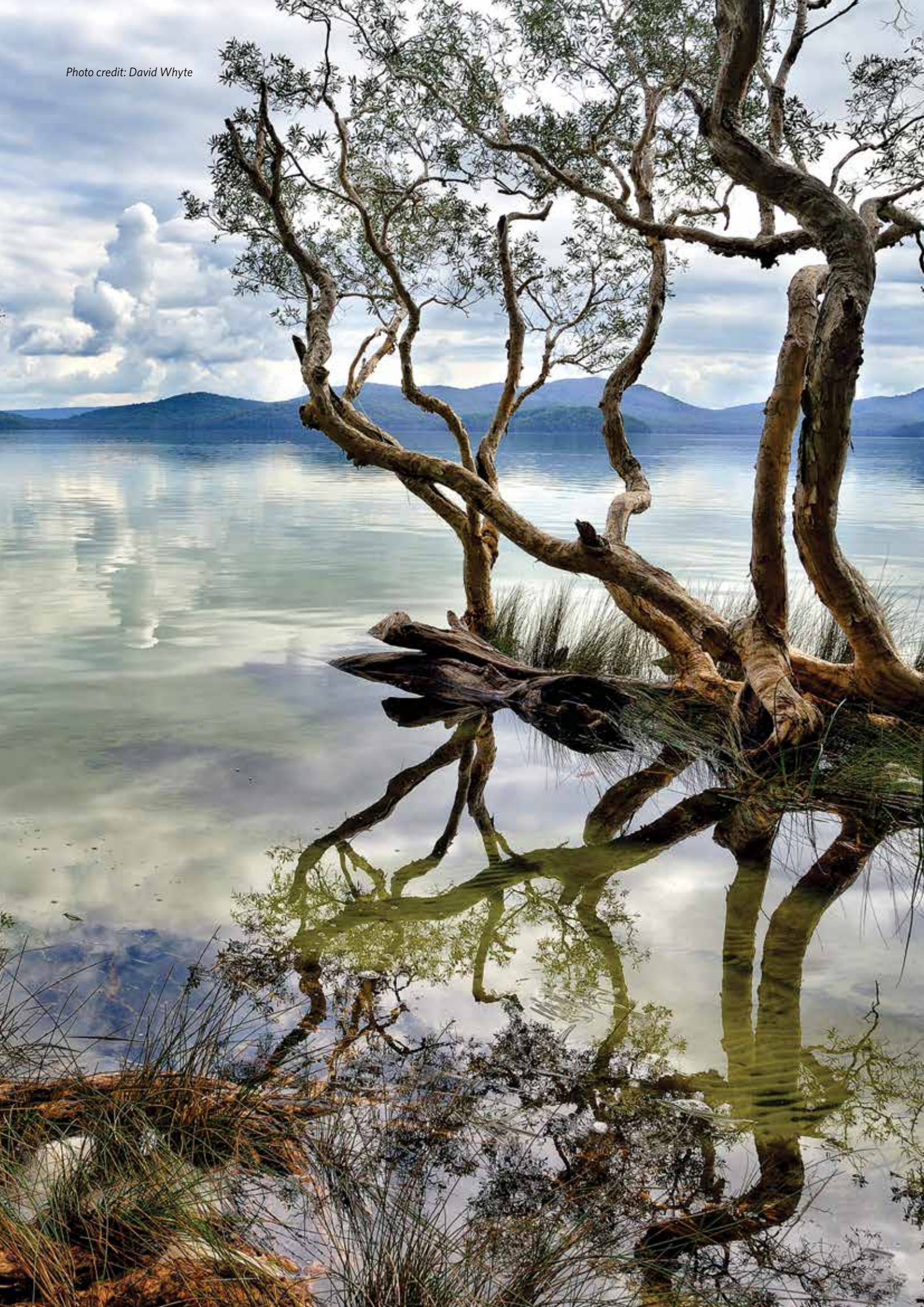
The Honourable Robert Hill AC

Robert McLean AM

Country Director

Rich Gilmore

Photo credit: David Whyte



CONTACT US

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Tel: 03 8346 8600

Mailing address: PO Box 57, Carlton South, VIC 3053

Head office: Suite 2-01, 60 Leicester Street, Carlton, VIC 3053

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