



TRUST FOR
NATURE

STRATEGIC PLAN 2021– 2025

OUR VISION

A future in which Victoria’s nature is valued, protected and thriving.

SUSTAINABLE DEVELOPMENT GOALS ALIGNMENT

- SDG 15: Life on land
- SDG 14: Life below water
- SDG 13: Climate-action
- SDG 17: Partnerships for the goals
- SDG 3: Good health and wellbeing
- SDG 5: Gender equality
- SDG 8: Decent work and economic growth

OUR PURPOSE

We work with Victorians to protect nature on private land forever.

We have always been ambitious at Trust for Nature. Faced with a state full of beautiful but vulnerable flora and fauna, with 79% of Victoria’s essential habitat on private land, our 50-year-old organisation has always set its sights on protecting as much as we can, for perpetuity.

This strategic plan is typical of our efforts – pragmatic and science-based, but aspirational too in the face of an undeniable climate change crisis. We set out to build our resilience as an organisation of passionate, committed people, at the same time as we build the resilience of Victoria’s biodiversity and precious habitats. Our landscape-scale focus is more important than ever, and our partners are with us.

With our powerful covenanting tool, it’s the journey we were created to undertake. And this plan is our roadmap.

Gayle Austen, Chair, Trust for Nature

Trust for Nature must rapidly accelerate the pace and scale of our conservation work.

The strategic plan will guide our core business as well as set the direction for innovations and partnerships needed for greater impact. We will work collectively with others to mitigate against and help nature adapt to climate change.

As Victoria’s oldest and leading private land conservation body we are well placed to continue protecting more of our state’s precious habitat for the next 50 years.

Victoria Marles, CEO, Trust for Nature



TRUST FOR NATURE

Executive summary

The Strategic Plan 2021 – 2025 updates, streamlines and refines the previous 2016-21 Strategic Plan, with a focus on delivering our core objectives to protect and restore nature on private land, support our landholders, strengthen and build our engagement, grow our revenue base, and maintain a safe and inclusive workplace, with strong financial and business governance. The Plan is deliberately ambitious, and recognises Trust for Nature’s unique capacity to achieving private land conservation in Victoria.

Strategic conservation

Trust for Nature’s Statewide Conservation Plan 2030 provides an over-arching, scientific framework to inform not just our work but all Victorian private land conservation. We have identified the private land most in need of protection via 18 focal landscapes, and prioritised protection of the most threatened ecosystems, plant and wildlife species.

The goals in this Strategic Plan are linked to our Statewide Conservation Plan. Strategic conservation is at the core of Trust for Nature’s mission and on-ground work. Goals 1, 2 and 3 articulate our key goals around strategic conservation, and goals 4, 5 and 6 are designed to support these key goals.

Strategic conservation: Permanent protection in priority landscapes

We will work to rapidly expand Victoria's privately protected area estate to secure our most precious native plants, and wildlife.

Goal 1: Between 2021 and 2025, add 35,000 hectares of priority conservation land on privately owned land to Victoria's protected area network

Strategy 1.1 Conserve strategically at a landscape scale

Strategy 1.2 Ensure our work is driven by climate change science and best practice

Strategy 1.3 Work collaboratively with key partners

Strategic conservation: Restoration in priority landscapes

We will work with new and existing partners to increase our restoration efforts, which is key both to supporting existing remnant vegetation and to increasing the connectivity and resilience of ecosystems and species.

Goal 2: Between 2021 and 2025, work with partners to restore 5,000 hectares of private land in priority areas

Strategy 2.1 Implement strategic revegetation and restoration projects to increase connectivity and resilience of ecosystems and species



Strategic conservation: Maintaining and improving habitat quality

We will work to maintain and improve habitat quality to positively influence biodiversity values and ecosystem functioning.

Goal 3: Between 2021 and 2025, maintain and improve the quality of Trust for Nature's protected habitat

Strategy 3.1 Support landholders to manage privately protected areas

Strategy 3.2 Manage our conservation reserves



The critically endangered Plains-wanderer.
Photo by Chris Tzaros



Engagement for greater outcomes

We will strengthen our relationships with existing key conservation partners and will expand and deepen our networks with Traditional Owners, the agricultural sector and other organisations to increase conservation awareness and outcomes on private land.

Goal 4: Between 2021 and 2025, increase our partnerships, reach and impact to help Victorians protect nature on private land

Strategy 4.1 Increase awareness of Trust for Nature's work and the benefits of private land conservation

Strategy 4.2 Increase opportunities for Traditional Owners and Aboriginal Victorians to be on and care for country

Strategy 4.3 Work strategically with new sectors to achieve conservation at scale

Strategy 4.4 Inform and influence public policy significant policy initiative



Students from the Certificate III in Conservation and Land Management course, run by Trust for Nature with the Bunurong Land Council Aboriginal Corporation, the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and Holmesglen. Photo by Annette Ruzicka

Finance and innovation

We will grow the level and diversity of financial support for conservation from the public, private and philanthropic sectors, and continue to identify and test new opportunities to achieve conservation.

Goal 5: Between 2021 and 2025, substantially grow our annual revenue from the public, private and philanthropic sectors to support private land conservation

Strategy 5.1 Pursue a funding model that supports an ongoing permanent protection program for Victoria

Strategy 5.2 Increase philanthropic investment and support

Strategy 5.3 Grow our endowment and stewardship funds

Strategy 5.4 Approach conservation finance in new ways

Strategy 5.5 Scale up private land protection through the Revolving Fund and other tools that leverage the property market



Our people

We will be an employer of choice offering an engaging, healthy and productive workplace.

Goal 6: Between 2021 and 2025, we have a safe and inclusive workplace, and our people are motivated and supported to achieve strategic conservation

Strategy 6.1 Support engagement and wellbeing in our workplace

Strategy 6.2 Ensure a safe, healthy and respectful workplace for Trust for Nature staff, contractors, volunteers or visitors

Strategy 6.3 Ensure our governance and business systems enable an efficient, effective and accountable organisation



TRUST FOR NATURE STRATEGIC PLAN AT A GLANCE

OUR VISION

A future in which Victoria's nature is valued, protected and thriving.

OUR PURPOSE

We work with Victorians to protect nature on private land forever.

STRATEGIC CONSERVATION

1. PERMANENT PROTECTION IN PRIORITY LANDSCAPES

Add 35,000 hectares of priority conservation land on privately owned land to Victoria's protected area network

2. RESTORATION IN PRIORITY LANDSCAPES

Work with partners to restore 5,000 hectares of private land in priority areas

3. MAINTAINING AND IMPROVING HABITAT QUALITY

Maintain and improve the quality of Trust for Nature's protected habitat

4. ENGAGEMENT FOR GREATER OUTCOMES

Increase our partnerships, reach and impact to help Victorians protect nature on private land

5. FINANCE AND INNOVATION

Substantially grow our annual revenue from the public, private and philanthropic sectors to support private land conservation

6. OUR PEOPLE

We have a safe and inclusive workplace, and our people are motivated and supported to achieve strategic conservation

For 50 years Trust for Nature has been partnering with Victorians to protect private land, ensuring the state's native plants and animals have forever homes. We will continue protecting more land for another 50 years.





TRUST FOR
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5/379 Collins Street Melbourne VIC 3000 Australia

Phone: +61 (0)3 8631 5888

Freecall: 1800 99 99 33 (Australia only)

trustfornature@tfn.org.au