



BirdLife Western Australia – Strategic Plan 2013-2018

This plan is the culmination of an online survey of members and a strategic planning day held in July 2013. (The priority issues identified via the survey and planning day are highlighted in red in the document, with the issues attracting the most 'votes' at the planning day given an asterisk.) The executive committee then considered the branch's capacity and resources available to action each issue along with the impact each could have. (This prioritisation system is documented below.)

Impact – High	LH	MH	HH
Impact Medium	LM	MM	HM
Impact – Low	LL	ML	HL
	Capacity/Resources Required – Low	Capacity/Resources Required – Medium	Capacity/Resources Required – High

Vision:

A bright future for Australian birds.

Mission:

We will give birds a bright future by finding solutions to the threats they face and by inspiring action to ensure birds and their habitats flourish.

Goals:

- 1 – Manage Australian Birds and their Habitats to Improve Conservation Outcomes
- 2 - Advocate on Behalf of Australian Birds
- 3 - Promote Appreciation and Understanding of Australian Birds
- 4 - Increase Knowledge of Australian Birds through Research
- 5 - Build a Strong Branch

Goals and Strategies

Goal 1 – Manage Australian Birds and their Habitats to Improve Conservation Outcomes

This goal is focused on funding and achieving priority conservation outcomes.

Strategy A: Source funding for conservation

Strategy to move from the branch relying on grants in the short-term to be self-funded in the medium-term.

Actions:

	<i>Capacity & resources req / impact</i>	<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>
1.	H/H	<ul style="list-style-type: none"> Develop corporate partnerships* 	National and State Executive Committees	Ongoing
2.	H/H	Re-establish funding committee to: <ul style="list-style-type: none"> Investigate and become familiar with funding sources – short and long-term - and prepare a flow chart Review way grants are co-ordinated and applications prepared Identify potential philanthropists and patrons Encourage bequests (see RSBP wetlands) 	Executive Committee Funding Committee Project officers Projects Manager Executive Committee Project staff Executive Committee Paid communications and PR people National Office National Office WA Branch	2014 2014 2014/ongoing ongoing
3.	M/M	<ul style="list-style-type: none"> Promote tax-deductible donations 	Executive Committee	Ongoing

Strategy B: Undertake priority conservation outcomes

Actions:

	<i>Capacity & resources req / impact</i>	Action	<i>Responsibility</i>	<i>Timeline</i>
1	H/H	<ul style="list-style-type: none"> Determine conservation priorities, as these should drive funding applications Establish landholder agreements for important conservation areas 	<p>Conservation and Research Committee</p> <p>Project Manager and Staff Executive Committee</p>	<p>2014</p> <p>2014</p>
2	M/H	<ul style="list-style-type: none"> Manage projects effectively 	Paid Project Manager	Ongoing / 2014
3	L/H	<ul style="list-style-type: none"> Conduct a feral cat campaign (e.g. work with local government on new cat legislation, piggy back on AWC publication) 	<p>Conservation and Research Committee</p> <p>Executive Committee</p>	Ongoing / 2014
4	L/L	<ul style="list-style-type: none"> Develop more direct involvement in the management of significant areas* (e.g. Lake McLarty) by buying, leasing or managing in partnership, possibly with long-term management by volunteers 	<p>Conservation and Research Committee – using bequests, carbon trading, sponsorship</p> <p>Executive Committee</p>	Ongoing

Goal 2 – Advocate on Behalf of Australian Birds

This goal is focused on promoting BirdLife WA as an authority on birds with 'clout' to influence conservation decision-making.

Strategy A: Promote BirdLife WA as an authority on birds.

Actions:

	<i>Capacity & resources req / impact</i>	<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>
1	H/H	Promote the branch and BWA name by:	All members Voluntary Communication person	Ongoing
	M/H	<ul style="list-style-type: none"> Promoting the branch and its activities to local government authorities and build relationships with the environmental officers 	Project staff Community Education Committee	Ongoing
	M/M	<ul style="list-style-type: none"> Advocating in conjunction with Government, environmental organisations and other conservation groups. e.g. AWC, Wildflower Society, Naturalists Club 	Conservation and Research Committee Executive Committee	Ongoing
	L/H	<ul style="list-style-type: none"> Identifying who to lobby 	Conservation and Research Committee Executive Committee Communications Committee	2014
2	L/M	<ul style="list-style-type: none"> Prepare and write submissions, correspondence and relevant documents as required 	Communications Committee Project Officer	Ongoing
3	L/L	<ul style="list-style-type: none"> Partner with tourism – encourage more active interest in management of areas 	Tour operators Conservation and Research Committee Executive Committee Communications Committee	2014

Goal 3 - Promote Appreciation and Understanding of Australian Birds

This goal is focussed on building the level of engagement regarding the conservation of Australian birds through promoting awareness, education, appreciation, understanding and enjoyment of birds.

Strategy A: Communicate through the media

Actions:

	<i>Capacity & resources req / impact</i>	Action	<i>Responsibility</i>	<i>Timeline</i>
1	H/H	Form Communications Committee to:	BWA Executive Committee	2014
		• Appoint a paid Communications Manager/PR person	BWA Executive Committee Communications Committee	2014
		• Prepare and enact media strategy (especially social media*)	Paid consultant Communications Committee Use NGO networks	2014
		• Increase and improve media liaison	Communications volunteer Office Manager	2014 / Ongoing
		• Promote via regular segments on radio, newspapers etc	Communications volunteer Office Manager	2014
	• Identify a talking head* – champion? - to push idea that birds are the heart of environmental situations (e.g. Esperance bird deaths)	Executive Committee Mike and Mandy Bamford		
M/M	• Ensure inclusion of particular WA content on national website and in national communications. e.g. calendar of events to be on website and in new member packages	Communications Committee Office Manager Website officer	Ongoing	
M/M	• Develop stakeholder list for distribution of communications, advocacy, merchandise – to include LGAs, NGOs etc	Communications volunteer	2014	
2	L/M	• Initiate photo sharing	Photography group	2014

Strategy B: Educate children about birds and recruit them

Actions:

	<i>Capacity & resources req / impact</i>	Action	<i>Responsibility</i>	<i>Timeline</i>
1	H/H	<ul style="list-style-type: none"> Develop resources for schools including resource kit and bird brochure e.g. 'eye spy' ID booklets - aim for funding from Education Department 	Community Education Committee	2014
2	L/H	<ul style="list-style-type: none"> Create and advertise family activities Provide appropriate environment for young members e.g. young naturalists concept 	Excursion Committee Young members officer	2014

Strategy C: Develop community projects and events

Actions:

	<i>Capacity & resources req / impact</i>	Action	<i>Responsibility</i>	<i>Timeline</i>
1	H/H	<ul style="list-style-type: none"> Promote national and local events 	Community Education Committee Specific Event Co-ordinator	2014
3	M/H	<ul style="list-style-type: none"> Re-motivate atlas participation 	WA Co-ordinator	Ongoing
5	L/H	<ul style="list-style-type: none"> Promote 'Birds in Backyards' 	Officer to manage locally	2014
6	L/H	<ul style="list-style-type: none"> Target non-bird watchers 	Supporter database Communications Committee	Ongoing

Strategy D: Use merchandise to promote Australian birds and BirdLife WA

Actions:

	<i>Capacity & resources req / impact</i>	<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>
1	H/H	<ul style="list-style-type: none"> Increase sales, especially via internet 	Sales Committee Office Manager	2014
2	M/M	<ul style="list-style-type: none"> Develop merchandise for different age groups and in general 	BWA and NO Young Members Officer Sales Committee	Ongoing
	H/L	<ul style="list-style-type: none"> Place photos on greeting cards 	Sales Committee	Ongoing
3	L/M	<ul style="list-style-type: none"> Improve display area for merchandise 		May have to wait for new office
4	M/M	<ul style="list-style-type: none"> Update and produce bird guides 	Bird Guide Committee	2014

Goal 4 – Increase Knowledge of Australian Birds through Research

This goal is focussed on understanding birds, their habitats and needs that strengthen conservation arguments as well as increasing scientific communication.

Strategy A: Identify research priorities

Actions:

	<i>Capacity & resources req / impact</i>	<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>
1	M/H	<ul style="list-style-type: none"> Develop a list of research priorities 	Conservation and Research Committee	2015
2	M/H	<ul style="list-style-type: none"> Conduct research via Citizen Science 	Atlas and Shorebird2020 co-ordinators	2014

Strategy B: Increase and improve scientific communication

Actions:

	<i>Capacity & resources req / impact</i>	<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>
--	--	---------------	-----------------------	-----------------

	<i>resources req / impact</i>			
1	H/M	<ul style="list-style-type: none"> Promote Amytornis 	Editor	Ongoing
2	L/H	<ul style="list-style-type: none"> Publish research in scientific and popular publications, and promote these 	Members Project Officers WABN editor and e-news	Ongoing

Goal 5 - Build a Strong Branch

This goal is focussed on BirdLife Western Australia as a branch, to ensure a large, well-serviced membership and supporter base from which to advocate for birds, a well-functioning office and branch with longevity.

Strategy A: Recruit and retain more members*, supporters and volunteers

Actions:

	<i>Capacity & resources req / impact</i>	Action	<i>Responsibility</i>	<i>Timeline</i>
1	H/H	<ul style="list-style-type: none"> Promote membership - including the different membership types - full, student, children and supporter Outline advantages of membership – what do you get for your money? 	All committees Office Community Education Committee	Ongoing
2	H/H	<ul style="list-style-type: none"> Create Young Person Position on the Executive Committee – develop position description for this 	Executive Committee	2014
3	H/H	<ul style="list-style-type: none"> Increase number of BirdLife supporters – no fee, receive emails – promote via website and groups 	Paid office manager	Ongoing
4	H/L	<ul style="list-style-type: none"> Feedback research/project progress/outcomes to volunteers and others involved 	BirdLife researchers and project managers	Ongoing
5	M/H	<ul style="list-style-type: none"> Conduct membership (and supporters) survey – to see what members want, to encourage volunteers, to find out why people join and to discover the skills of members 	Executive Committee	2014
6	M/M	<ul style="list-style-type: none"> Increase recruitment of, training and support for volunteers 	Office Manager	Ongoing
7	M/M	<ul style="list-style-type: none"> Develop strategies for managing an increased number of members and supporters 	Executive Committee	2015
9	M/M	<ul style="list-style-type: none"> Move towards paperless communications, payments etc 	Officer Manager	2014

Strategy D: Build longevity of the branch (including committees, staff and volunteers)

Actions:

	<i>Capacity & resources req / impact</i>	<i>Action</i>	<i>Responsibility</i>	<i>Timeline</i>
	Achieved	<ul style="list-style-type: none"> Position descriptions developed and approved for all key roles 	Executive Committee	
1	H/M	<ul style="list-style-type: none"> Promote mentoring of new Committee members and general members into significant positions within the organisation. This requires a positive attitude from those implementing it. 	All Committees	ongoing
2	L/H	<ul style="list-style-type: none"> Build succession planning into the culture of the organisation 	All Committees	2014

Review:

BirdLife Western Australia's Executive Committee will annually review the implementation of this Strategic Plan and minor amendments may be required between 2013 and 2018 to allow for continuous improvement. If major changes are required, consultation with the membership will occur.

This plan is due for formal review in 2018.

Publication:

The plan will be published on the BirdLife website.