



A Voice for the Bush

STRATEGY 2026-2030

DRAFT PLAN 1 MARCH 2026

www.bushlandperth.org.au

DEVELOPING OUR STRATEGIC PLAN 2026 - 2030



- Iterative process developed jointly with our members, supporters, and stakeholders
- **Honours the accomplishments** of the past, and looks to the future with hope and determination
- Recognises that the last several decades have seen **significant decline** in the extent and health of urban bushland in Perth
- Acknowledges the **fatigue and disillusionment** that many of our members feel as we keep losing bushland
- Aims to **reframe the narrative, take the initiative, and push back** against a system where planning outweighs the environment in the approvals processes. Seems increasingly difficult to influence those processes



OBJECTS OF THE ASSOCIATION



1. To promote the recognition and conservation of urban bushland and its biodiversity;
2. To provide a forum and support to groups with objects compatible with those of the Association;
3. To encourage networking and provide access to ideas, information and expertise concerning bushland;
4. To promote policy development for the protection and management of urban bushland;
5. To provide an avenue for advocacy and seek legislative changes for bushland protection;
6. To raise awareness of the values and problems facing urban bushland

STEPS TO CREATING THE NEW PLAN



Completed

- Survey of members and stakeholder feedback
- Facilitated planning workshop 19 October
- Draft strategy with vision, mission, values, strategic objectives
- Template for workplans
- Present high level draft strategy at March 2026 AGM, and seek feedback

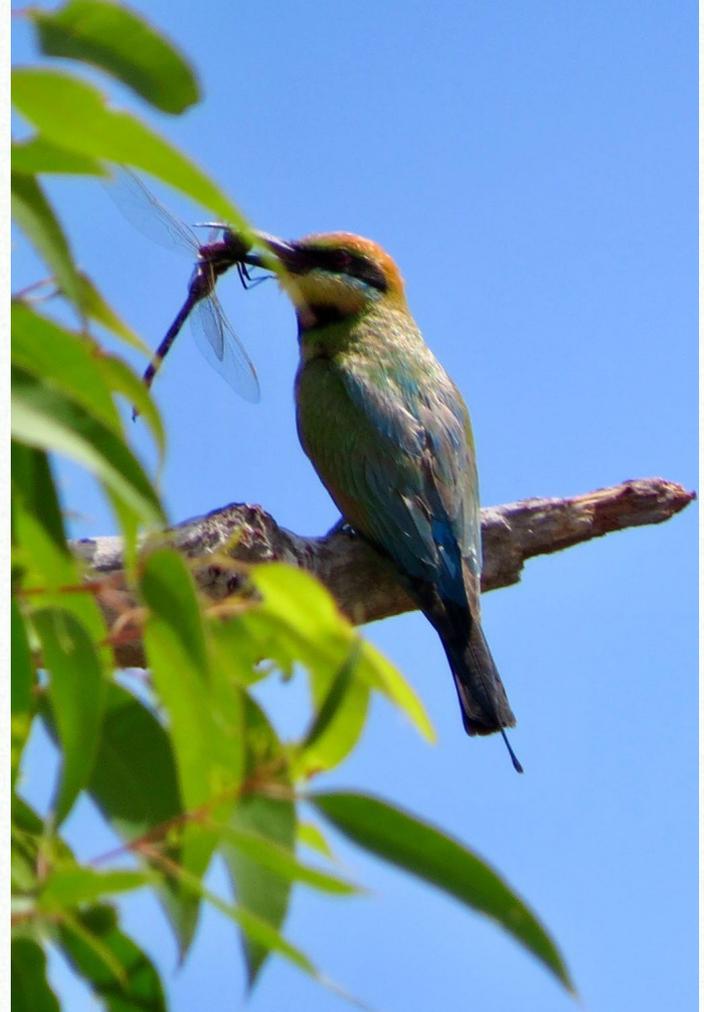
In Progress

- Detailed development of the workplans for delivery of the strategic objectives still to be finalised. We have shared work around committee
- Once we have shaped those a bit more, we will be able to present them to the workshop and survey participants for feedback
- Following that feedback - Ratify the strategic plan
- Implement, communicate and celebrate.

OUR VISION FOR URBAN WESTERN AUSTRALIA



Urban bushland is conserved with people and nature thriving together



OUR MISSION



- To support, inform and connect bushcare groups to care for their patch
- To advocate for the protection of nature



OUR VALUES



- Conservation
- Collaboration
- Commitment
- Inclusivity
- Local knowledge focussed

We're looking for
community voices

Here's what you can send to
media@bushlandperth.org.au

- ✓ Stories
- ✓ Wins and milestones
- ✓ Issues and observations
- ✓ Species spotlights



SIX STRATEGIC OBJECTIVES



1. **Grow** UBC membership and participation, whilst **connecting** members and **sharing** knowledge relevant to protecting urban bushland and group development.
2. Generate **interest in the conservation of nature** across the wider community
3. Persuade the State Government to commit to creating the **Yule Brook Regional Park** by 2030.
4. Provide a UBC **vision for Urban WA 2030** where we are conserving, expanding and enhancing urban bushland – not destroying it
5. Build **resource capacity** to undertake UBC strategic objectives by increasing membership, funding and collaborations to support our member groups work.
6. **Review volunteer work and actions** to ensure they are more efficient and effective, resulting in better outcomes for urban bushland conservation

1: GROW, CONNECT AND SHARE



1. There are approximately 250 'Friends of Groups' across the Greater Perth Metropolitan Area with only 40% being members of UBC. We want to **grow** that number.
2. **Share:** We will continue to support that larger member base in their goal of protecting natural bushland in the urban environment by designing and delivering participative activities, advocating to all spheres of government, campaigning and targeted network communications
3. Together – through a strong and engaged membership - we can build political influence by recruiting and supporting substantial new membership.
4. We will build awareness of the value of urban nature and our member groups by working in collaboration our broader community conservation network.

2: GENERATE INTEREST IN NATURE



1. People value nature in different ways, based on diverse understandings of the benefits and needs of natural species. We aim to learn how these diverse values can be incorporated into pro-bush outcomes.
2. We will explore values about nature and native vegetation with one section of Perth's multi-cultural community to see how that community could link with goals around native vegetation. We can build on that sentiment for pro-bush outcomes.
3. We will be well placed to develop a strategy to approach potential and previously not considered green partners to support pro-bush outcomes.

3: YULE BROOK REGIONAL PARK



1. Yule Brook Regional Park was proposed by the Beeliar Group in 2018
2. Proposed industrial development in the MKSEA and adjacent areas is threatening to impact the GBSW
3. The current Minister for Environment is still considering UBCs request to support the YBRP
4. Our current focus is to determine what impediments and support exist within local and state government for the creation of YBRP
5. We will also confirm an appropriate structure for the project's committee which is likely to include expertise external to UBC Committee

4: VISION FOR URBAN WA 2030



1. Provide a UBC **vision for Urban WA 2030** where we are conserving, expanding and enhancing urban bushland – not destroying it
2. Create a position statement for planning and development in Perth where we are conserving, expanding and enhancing urban bushland
3. Grow public awareness on the importance of connecting with and conserving urban bushland by enlisting UBC members and member groups to proactively engage with MPs and Councillors.

5: BUILD RESOURCE CAPACITY



- Building and using its financial resources - Sufficient on-going funding to enable paid resources over the long term
- Growing its member base and community reach including an increased number of active volunteers. Continue to improve operational process to support an expanded membership and increased community reach.
- Review opportunity and capacity for UBC to provide a delivery partner service model in 12 months.
- Continue to improve operational process to support an expanded membership and increased community reach.

6: REVIEW VOLUNTEER EFFORT



- This plan calls for more effort towards objectives 1, 2, 3 & 4 and supported by extra resources (5).
- In the transition (and currently wholly volunteer led) we need to find time to implement those strategies. This means being tough on where we use our time
- Submissions into public consultation processes use very high input for what seems to be modest bushland protection outcomes. It is harder now to influence a redesign of any project.
- Our goals in making submissions are (i) More bush protected than originally proposed by developers, (ii) Government agencies positively influenced in their development of policy and (iii) UBC communicates clearly our strategic objectives for the protection of urban bushland
- We will review the impact of our submissions, gauge their effectiveness in influencing outcomes and prioritise effort. We anticipate a more strategic approach to submission writing (more focused, new tools, more collaboration)