



# A Voice for the Bush

**STRATEGY 2026-2030**

**23 APRIL 2026**

[www.bushlandperth.org.au](http://www.bushlandperth.org.au)

# ABOUT THE URBAN BUSHLAND COUNCIL WA INC. (UBC)



- UBC is the peak WA community organisation for urban bushland recognition and protection with an active membership of more than 90 volunteer groups and an additional 100+ ‘supporter’ members.
- UBC is an incorporated association, registered as a charity with a 30 year history of supporting members in their goal of protecting natural bushland in the urban environment
- UBC advocates to all levels of Government for protection, conservation and active management of urban bushlands, wetlands and their ecological linkages
- <https://www.bushlandperth.org.au/>



## OUR VALUES



- Nature Conservation
- Collaboration
- Commitment
- Inclusivity
- Integrity
- Local knowledge focused



# OUR VISION FOR URBAN WESTERN AUSTRALIA



People and nature are thriving together  
and  
urban bushland is conserved



## OUR MISSION



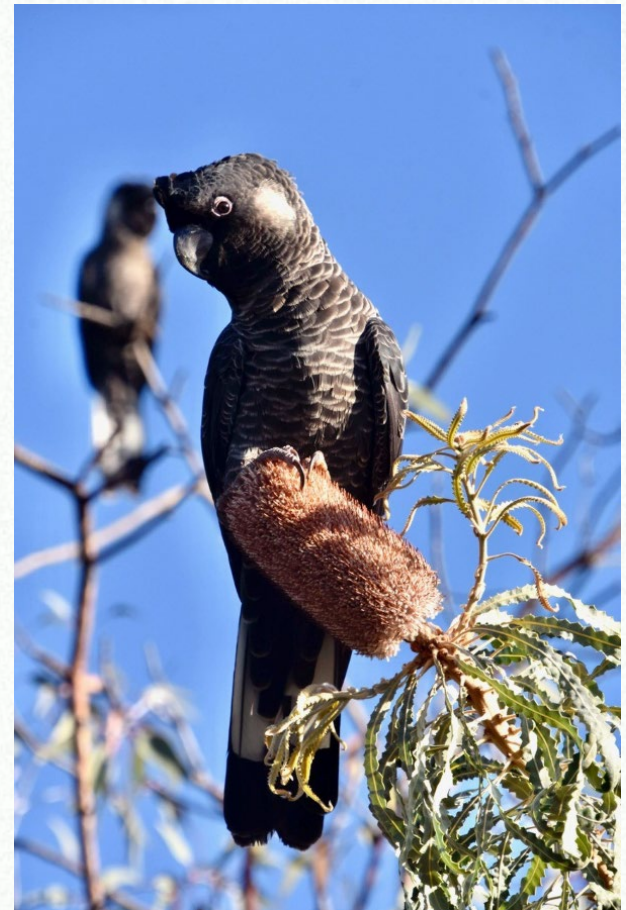
- Supporting, informing and connecting bushcare groups to better care for their patch
- To advocate for the protection of urban bushland and their linkages



# 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



# 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
- **Commits to doing things differently** to help improve the outcomes for urban bushland conservation.



# STRATEGIC OBJECTIVES



1. **Grow** participation, whilst **connecting** members and **sharing** knowledge relevant to protecting urban bushland and group development.
2. Generate **interest in nature** across the wider community
3. **Falls to floodplain** – connected and protected.
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. To **increase** the amount and quality of urban bushland **protected** by **influencing** environmental decision makers and regulators



# 1: GROW & STRENGTHEN THE UBC NETWORK



1. UBC will continue to support our members in their goal of protecting urban bushland by delivering activities, advocating to all spheres of government, campaigning and targeted network communications
2. We will connect members & share knowledge through:
  - a. seminar program with topics relevant to members
  - b. walk program showcasing Member Groups' patches
  - c. An annual workshop on a topic of significance
3. We will continue to implement the UBC social media strategy including promoting member groups across our network.



## 2: GENERATE BROADER PUBLIC INTEREST IN NATURE



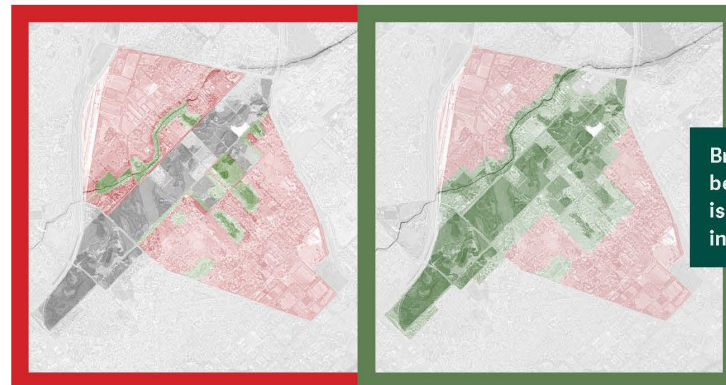
1. People value nature in different ways. We aim to tap into these diverse values to foster stewardship for our urban bushland.
2. We will explore community values towards nature with a local multi-cultural community near Greater Brixton Street Wetlands.
3. We will develop an approach to encourage others previously not considered as advocates for urban bushland to support better conservation outcomes.



# 3: FALLS TO FLOODPLAIN – CONNECTED AND PROTECTED.



1. The GBSW area is one of the most diverse regions of the Swan Coastal Plain
2. Yule Brook Regional Park was proposed by the Beeliar Group in 2018. Proposed industrial development is threatening to impact the Greater Brixton Street Wetland (GBSW).
3. We aim to achieve broad community support for a “Falls to Floodplain” (conservation area) before the MKSEA structure plan is released
4. UBC will build productive relationships with State and Local government departments to garner their support.
5. UBC will influence structure plan for MKSEA developments
6. UBC will determine election tactics by early 2028.



Broad and connected buffers must be specified to ensure this landscape is protected. Buffers will limit the industrial area by just 27%.

Left: City of Gosnells' Draft Structure Plan for MKSEA.

Right: The Beeliar Group's vision for a coexistence between industry and a future Regional Park.

## 4: CREATE A VISION FOR URBAN WA THAT CONSERVES URBAN BUSHLAND



1. Create a UBC position statement on urban planning and development that focuses on conserving, expanding and enhancing urban bushland.
2. Advocate for stronger policies and laws to realise the vision
3. Advocate for local and state governments to implement the policies and laws that will achieve better outcomes for nature



## 5: BUILD RESOURCE CAPACITY



1. Generate sufficient on-going funding to enable paid staff over the long term
2. Grow UBC member groups and supporters
3. Retain and support membership and community reach.
4. Seek larger donation opportunities.
5. Investigate alternative funding streams that do not rely on donations, grants, membership.



## 6: INFLUENCE DECISION MAKERS TO INCREASE THE AMOUNT AND QUALITY OF URBAN BUSHLAND



1. Submissions into public consultation processes take an enormous effort but deliver inadequate bushland protection.
2. Review the return on effort of submissions on proposals impacting urban bushland in 2026.
3. Trial different approaches to submissions on development proposals.
4. Create a plan for engaging in public consultation that increases our effectiveness in protecting urban bushland.
5. Advocate for the environmental conditions for Amendments 166 and 169 City of Gosnells by the Minister be fully implemented in Structure Plan



## ACTION PLAN CO-ORDINATORS



Strategic Objective	Co-ordinator	Support from Committee
1: Participation, connection & sharing	Sue Conlan	Oscar Jones
2: Generate interest in nature	Elizabeth Eaton	Marg Owen Oscar Jones
3. Falls to floodplain – connected and protected	Elizabeth Eaton	Heidi Hardisty Christine Richardson
4. Vision for Urban WA 2030	Heidi Hardisty	James Mumme Marg Owen
5. Build resource capacity	Philip Thomas	Colma Keating
6. Influence environmental decisions	Christine Richardson	Philip Thomas Marg Owen

*Each strategic objective has an Action Plan. The role of the co-ordinator is to recruit a team and implement the Plan. Any resourcing needs are approved by the UBC Committee.*

# STEPS TO CREATING THE NEW PLAN



1. Member survey and stakeholder feedback
2. Planning workshop 19 October
3. Draft strategy created with vision, mission, values, strategic objectives
4. Template for Action Plans developed
5. High level draft strategy presented at March 2026 AGM. Feedback sought.
6. Detailed development of the Action Plans to deliver the strategic objectives finalised by UBC Committee.
7. Final draft strategy circulated to workshop and survey participants for feedback
8. Following that feedback, ratify strategic plan
9. Implement, communicate and celebrate.

