

STRATEGY 2026-2030

Our values



- > Conservation
- > Collaboration
- > Commitment
- > Inclusivity
- > Integrity

Our vision



People and nature are thriving, together.



Our mission



- > To support, inform and connect our bush groups
- > To advocate for the conservation of urban bushland and ecological linkages

About the Urban Bushland Council in WA Inc. (UBC)

- > UBC is the peak WA community organisation for urban bushland recognition and conservation with an active membership of 90 volunteer groups and 100+ 'supporter' members
- > UBC is an incorporated association, registered as a charity with a 30-year history of supporting members in their goal of conserving 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



Objects of the Association

1. To promote the recognition and conservation of urban bushland and its biodiversity;
2. To provide a forum and support for 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 Strategy 2026-2030

- > 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 & strengthen the UBC network
2. Encourage stewardship for nature
3. Falls to Floodplain / Yule Brook Regional Park
4. A vision for Perth that conserves our bushland
5. Build resources
6. Influence decision makers to conserve and restore urban bushland



Grow & strengthen the UBC network

1. Support our members in their goal of protecting urban bushland by delivering activities, advocating to all spheres of government, campaigning.
2. Connect members & share knowledge through:
 - > Seminars
 - > Guided walks
 - > Workshops
3. Implement a social media strategy promoting member groups and bushland conservation.





Encourage stewardship for nature

1. Explore community values towards nature in multi-cultural communities
2. Harness the different ways people value nature
3. Encourage new advocates for the conservation of urban bushland.





Falls to Floodplain / Yule Brook Regional Park

- Continue to seek ministerial support for the Falls to Floodplain park.
- Improve community linkages in the SE corridor to encourage further support for the reserve creation.
- Develop productive relationships with all organisations that have some related area of responsibility.
- Throughout the process look for barriers to success and ways to alleviate them.

A New Yule Brook Regional Park



'Falls to Floodplain' park connecting Lesmurdie Falls to the Canning River through the Greater Brixton Street Wetlands.
Credit: The Beeliar Group of Professors for Environmental Responsibility



A vision for Perth that conserves bushland

1. Create a position statement on urban planning 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





Build resources

1. Generate on-going funding
2. Grow UBC member groups and supporters
3. Retain and support membership and community reach.
4. Seek larger donations
5. Investigate alternative funding streams





Influence decision makers to conserve & restore urban bushland

- 1.** Review the return on effort of submissions on proposals impacting urban bushland.
- 2.** Trial different approaches to submissions on development proposals.
- 3.** Create a plan for engaging in public consultation that increases our effectiveness in protecting urban bushland.

