

INVESTING IN A HEALTHY FUTURE

CASE FOR SUPPORT



LIVING
LANDSCAPES

Investing in a Healthy Future

Our community places a high value on Perth's pristine natural environment, our iconic beaches, spectacular rivers and bushland. Our natural landscapes, seascapes and waterways not only provide recreational and lifestyle opportunities; they are a unique part of our culture.

Our natural environment, clean air and water and healthy local produce are an important part of the health and wellbeing of our community and business leaders in Perth have had a long history of investing in local communities to protect our precious assets and our enviable lifestyle.

Perth offers many rich and varied opportunities for businesses and individuals to make a recognisable and long-lasting difference to our way of life and provide visible leadership in the community.

Making the choice to invest in Perth's environment delivers a broad range of benefits including;

- Economic, social and health benefits to the community
- Ecological benefits by conserving resources, reducing our carbon footprint, preserving natural vegetation and protecting our wildlife
- Delivering on corporate social responsibility goals or voluntary offset targets for your business
- Positioning your brand as being environmentally responsible as part of a marketing strategy
- Fulfilling team building, staff engagement and shared values objectives for your business

About Perth NRM

Perth NRM is an environmental organisation with a focus on sustainability, both within our agriculture sector and as a growing city. We develop and manage projects and events, and build support through collaborative networks, corporate volunteering, grants, sponsorships and fundraising.

As a non-profit organisation our purpose is to protect and enhance our natural resources, promote and support sustainable agriculture and environmentally sustainable living in a collaborative and integrated way. An important aspect of this is our custodianship of the Swan Region Strategy for NRM; a publicly recognised regional strategy that guides investment into natural resource management.

About the Strategy: swanregionstrategy.com.au

We are part of a national network of fifty six NRM organisations, and one of seven in WA that have worked together for more than ten years and manage funded programs at a regional level as part of the Australian Government's National Landcare Programme. Our regional NRM funding provides significant federal government investment into managing the environment and working with community groups across the region.

About NLP Regional Funding: nrm.gov.au/regional/regional-funding

About the state NRM (WA) network: nrmwa.org.au

Key Initiatives

We promote our work and seek to attract investment through three key initiatives that support our purpose; Living Landscapes, Food Future WA and Living Perth.

These are our vision for the future and influence the way we work with the community and the activities and projects that we develop and undertake.



Our *Living Landscapes* initiative is focussed on supporting the health and resilience of Perth's native plants, animals and ecosystems for the community to value and enjoy. It aims to protect our natural landscapes by restoring ecological connectivity and managing environmental threats. It is also the public Brand of Perth NRM.



Food Future WA is aimed at raising awareness about food security for all West Australians. It provides consumers, food producers, suppliers and retailers with information and resources to help ensure sufficient, safe and healthy food now and in the future.



Living Perth supports the concept of an ecologically responsible city where people can live healthy and productive lives while reducing their impact on the environment. It invites people to enjoy and celebrate our unique natural assets and encourages them to make environmentally friendly lifestyle choices.

Our History

Perth NRM was first registered as an association in May 1997, as the Swan Working Group. Their role was to increase community awareness of the Swan-Avon Integrated Catchment Management Program and identify and address environmental issues in the catchment.

The association developed quickly and began to broaden its objectives, becoming the Swan Catchment Council in 1999 and adopting a vision statement that "The natural resources of the Swan Region will be protected and managed sustainably, both in their own right and for the enhancement of the quality of life of present and future generations".

As part of the Australian Government's *National Heritage Trust II (NHTII)* and *National Action Plan for Salinity and Water Quality (NAP)* programs, in 2004 fifty six Natural Resource Management Regions were established through bilateral agreements between the Commonwealth and State and Territory governments.

As a regional group delivering NRM outcomes under *NHTII* funding, the Swan Catchment Council was appointed a "Regional NRM" and its geographic working boundary became the Swan Region. The strategic NRM objectives for the Swan Region were defined in the 'Swan Region Strategy for Natural Resource Management' released in December 2004.

In 2008 the current (registered) name Perth Region NRM was adopted, with the view that it better represented the breadth of the geographic area and the diversity of programs being delivered. In this same year the Australian Governments *Caring for our Country* Program commenced, through which a broad range of innovative and valuable NRM projects were delivered across the region; and have subsequently been delivered the *National Landcare Programme*.

In line with expectations of funding bodies that regional NRM organisations have effective governance and business management structures, the constitutional structure of Perth NRM changed significantly in January 2012 with the adoption of a skills-based board of management and a membership that comprised of organisations with an NRM interest.

From 2013-2016 and with diminishing government support but increasing government expectation on regional NRM performance, Perth NRM developed and delivered on a corporate plan that focused on preparing the organisation to become more adept at private fundraising, and increase the sophistication of its internal service, governance and planning processes.

This has resulted in an update of the constitution and a branding transition in 2016 aimed at improving our ability to attract philanthropic, corporate and private funds.

Perth NRM remains an organisation focussed on innovation and collaboration, as we continue to engage community, business and industry and seek new ways to help make a positive contribution to enhance our natural environment for present and future generations.

Our Track Record

Perth NRM has received over \$47 million dollars of project income over the last ten years. The organisation has financially managed between 7 and 10 separate contracts per annum, with significant repetitive investment from the Australian Government and State Government.

A significant part of our work over the years has been protecting and restoring native vegetation and broader environmental values in bushland and along the Swan and Canning River foreshores and our coastline; all in close collaboration with the community.

Each year this translates to hundreds of thousands of native seedlings planted in the ground at over 500 sites across the Perth area, and with the involvement of over 4000 volunteers and 200 community Landcare groups.

We have also worked for many years within the agricultural sector to improve sustainable farming practices. Through demonstration sites, workshops, field day activities and partnerships with industry bodies and grower groups we assist over 1000 farmers every year to improve irrigation and fertiliser practices, soil health and crop production.

Our Annual Reports provide a greater understanding of our achievements in recent years. This can be found at annualreport.perthnrm.com/2017/

Our Capability

PEOPLE SKILLS

Perth NRM's core management team bring a wealth of capabilities to our environment projects with qualifications and years of experience in environmental management, environmental sciences (general, marine & zoology), environmental biology, archaeology, environmental design, applied science in coastal management, scientific communications, communications (marketing), business & financial management.

PROJECT MANAGEMENT AND GRANT MAKING

Perth NRM facilitates on-site works or sub-contracts and provides grants for between twenty and thirty large and small projects every year. We operate an effective on line grant making system, supported by efficient and timely project management and reporting on both quantitative and qualitative outcomes.

We offer in-house communications and marketing expertise to help reach a wide audience through social media and other mediums to provide good exposure for projects and sponsors. We also conduct regular market research into community capacity, to determine where investment and assistance should be focused to achieve the most efficient environmental outcomes.

With the Australian Government as a key investor, we have well developed methodologies to monitor and evaluate individual projects to assess the value and success; resulting in a culture of adaptive management and continuous improvement.

GOVERNANCE

Our Board of Management structure aligns to best practice at a corporate level. Directors are selected against a skills criteria and the structure includes a separate finance committee and independently chaired audit and nominations committees. All Board Directors and the CEO are members of the Australian Institute of Company Directors.

We use formal corporate planning and budgeting frameworks and our Risk Management Framework is aligned to the International Risk Management Standard ISO 31000:20. Our financial reports satisfy the requirements of the Associations Incorporation Act and our annual audits are conducted in accordance with Australian Audit Standards and the Australian Charities and Not for Profits Commission Act.

Details of our financial position and the composition of our Board of Management is available on our annual report at annualreport.perthnrm.com/2017/

Key Projects

SWAN ALCOA LANDCARE PROGRAM

Perth NRM are in the eighteenth year of a highly successful partnership with the Swan River Trust and Alcoa of Australia to deliver the Swan Alcoa Landcare Program; an annual grant making program that has funded more than **1200 environmental restoration projects** worth over **\$7 million dollars**.

In that time thousands of volunteers have planted over **two million trees** and revegetated more than **2000 hectares** of degraded land. It has improved Perth's wetlands, created suburban recreational areas and restored native animal habitats. It has also changed people's lives by providing many local families and volunteers with meaningful pastimes and career paths.

“For 17 years, Alcoa has valued its partnership with the Swan River Trust and Perth NRM to deliver SALP. We are grateful for the outstanding volunteers who invest hours of their own time to make a tangible difference to the environment we all appreciate and enjoy.”

Alan Cransberg, Chairman Alcoa of Australia

SWAN CANNING RIVER RECOVERY PROGRAM

Brought about by concerns over management of a particularly problematic aquatic weed (Hydrocotyle) in the Canning River system, this \$1 million dollar, two year project is improving the health of the Swan-Canning River system through targeted weed eradication and direct community action by environmental groups. To date **27.4ha of Hydrocotyle** have been removed and **nine projects** have been funded to undertake restoration activities on over **16ha** of foreshore and wetland areas, which will result in planting over **315,000 native plants** by community volunteers and local families.

“We have all sorts of people involved, including school kids. Sometimes they may not be engaged in learning at school, but on site they are enthusiastic and keen to get their hands dirty, put plants in the ground and learn about the environment.”

*Shane Hunter, Volunteer
Armadale Gosnells Landcare
Group*

This project is also increasing the awareness of the community about the impact of nutrient contamination on the river systems. Similar to the 2015 campaign, The *Home River Ocean* 2016 Campaign reached over **102,000 Facebook** users with **1600 likes**, was viewed **938** times on YouTube and **634** times on the website. **2000 Fertiliser guides** were produced and distributed and **100,000 households** in the catchment received direct mail.

RESILIENT LANDSCAPES AND LIVING WETLANDS GRANTS

Our Living Landscapes program aims to protect high value natural assets whilst increasing ecological resilience and connectivity in our region. Community grants totalling \$720,000 over three years have been made available through two project areas, Resilient Landscapes and Living Wetlands.

“There is a feeling of satisfaction being out in the bush and doing what we think is worthwhile work.” Leonie Stubbs, Friends of Paganoni Swamp

The Resilient Landscapes grants aim to protect or conserve **450ha** of nationally significant species and revegetate **20ha** of critical habitat, while Living Wetlands will improve the ecological health of **20ha** of Ramsar and Nationally important wetlands in the Perth area.

There are six projects being delivered through partnerships with five community organisations including SERCUL, Jane Brook Catchment Group, Armadale Gosnells Landcare Group, Friends of Paganoni Swamp and the World Wildlife Foundation (WWF).

HEALTHY SOILS HEALTHY RIVERS

This program is a joint initiative between Perth NRM, Wheatbelt NRM and the Department of Parks and Wildlife to assist farmers to implement on-ground activities that will improve soil health and contribute to improved water quality in the Swan-Avon river system. Over **100 farmers** are participating in the program, which provides baseline and follow-up soil nutrient testing to help them better understand their soil health and crop’s nutritional requirements, aimed at increasing adoption of improved soil & nutrient management practices.

*“We have already reduced our fertilizer use by over 30%”
Brett Delsimone
Hills Orchard
Improvement Group*

COASTAL RESTORATION

Our coastal program works directly with community groups, corporate partners, school students and local governments along the coast from Two Rocks to Rockingham, to undertake rehabilitation planting, weed removal, beach clean-ups, dune stabilisation and seed collection.

*“I feel that we’re doing something important in our community and everyone from the company is pitching in and having fun”
PwC employee*

For example in 2015, over **3500 people** from 15 community groups, 15 corporate organisations and 24 schools participated in our Coastcare activities.

The program delivered **114 events** equating to **8,500 hours** of coastal restoration work completed by volunteers who planting **12,700 seedlings** and removed **840kg** of marine debris and **7 hectares** of weeds.

Some of our corporate partners included BHP Billiton Nickel West, PwC, Coca-Cola Amatil, BP Refinery and Woodside.

How you can support the Environment

Sponsorship

By directly sponsoring a project you can be involved in saving threatened species, restoring and caring for our urban native landscapes, maintaining the quality of the Swan and Canning Rivers, looking after our beaches and dunes, sharing Aboriginal Culture or helping the Perth community to live more sustainably.

We tailor projects to address your organisations strategic goals and public image. You can:

- Fund a specific project of interest to your organisation
- Fund a long or short term grants program for any purpose and audience
- Adopt a site of interest and fund the restoration of the site

Partnership

There are many simple ways your business can contribute and demonstrate to a wide audience that you support a healthy, sustainable Perth.

You can become a *Living Perth Partner* by:

- Providing discounts on goods or services to our Membership, *Friends of Living Perth*
- Raising money for our *Living Landscapes Fund* at social events or through staff contributions
- Supplying tools or other resources for our projects
- Giving your time and expertise to help manage our work
- Raising awareness of our work through your networks

Corporate Volunteering

Involve your staff by volunteering their time and providing the funds to plant native seedlings, or undertake weed removal, beach clean-ups, dune stabilisation or seed collection.

Volunteering is a great way to motivate and inspire your staff, build shared values, work towards common goals and make a difference in the community.

You can create a single volunteering event or develop a regular program of volunteering to meet your corporate social responsibility or staff wellbeing needs.

Just a small contribution and a few hours of your time makes a lasting impact on the environment and on your staff.

Donations

Make a donation to our *Living Landscapes Fund*, which provides grants to individuals or community groups to build capacity and undertake environmental work. You will be recognised for your contribution and appreciated by a large part of the community without the need to be directly involved.

How you can benefit

Fulfil your corporate social responsibility objectives

Sponsoring a project or undertaking corporate volunteering can help meet the strategic objectives of your organisation, such as the desire to be socially or environmentally responsible.

Businesses often have a large carbon footprint and taking steps to reduce that footprint is good for the organisation in the eyes of its customers and good for the planet too.

Funding the community and volunteering with community groups builds social licence to operate, and can form an important part of your stakeholder engagement program.

Build genuine relationships with sectors of the community that are important to the success of your business.

For some insight into the benefits, view these short stories about the Swan Alcoa Landcare Program, thanks to our partnership with Alcoa of Australia and the Department of Parks and Wildlife.

<http://www.perthnrm.com/programs/swan-alcoa-landcare-program/project-highlights-salps-amazing-journey>

Develop organisational culture, contribute to staff wellbeing and build strong teams

Environmental volunteering provides many benefits to an organisation and their staff.

Walk the talk - If you are building a culture within your organisation of being environmentally aware or want to offset your impact on the environment, then bring your staff on the journey and let them be part of your commitment.

Workplace wellbeing programs often involve physical activities to relieve stress and increase performance. Spending a morning in the dunes of one of our beautiful beaches planting native seedlings ticks the box, and is easy for any age or ability.

Working together on a site provides a relationship building opportunity between your staff where they can share a different side of themselves in an informal environment.

You can tailor the work to create team building activities, from how teams work more efficiently, who manages and delegates, how many plants go in the ground and how fast. There is always someone who surprises you!

Read about other corporate experiences at <http://www.perthnrm.com/support/corporate-partners>

Market your organisation

Contributing to environmental projects creates goodwill for your organisation in the community. There is nothing more powerful than word of mouth when it comes to marketing.

Sponsorship of environmental projects can provide valuable opportunities for signage, positive news stories, and exposure of your brand to new audiences.

Sponsorships that are distributed through a grant process provide a unique opportunity to easily fund multiple causes and multiple organisations with your brand at the centre of the giving.

Getting Started

For more information about our program contact:

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