

Friends of Parks Queensland Five Year Strategy

2024 – 2029

Growing together



Acknowledgement

Friends of Parks Queensland Incorporated acknowledges the Traditional Owners of Queensland – the Aboriginal and Torres Strait Islander peoples. We acknowledge the connection Traditional Owners have to the lands, skies, waters, winds, wildlife, and spirit, collectively known as Country. We pay our respects to the Elders past, present and emerging.



We acknowledge the oldest continuous living culture in the world exists in Australia through First Nations cultures and their diversity of language, customs and traditions, knowledge, systems, and dreaming. Connection to Country is at the forefront of these traditions, and all natural areas are considered cultural areas.



Document Control

Title	Friends of Parks Queensland Five Year Strategy 2024 - 2029
Primary Author	Jessica Lovegrove-Walsh, Executive Officer
Phone	0411 382 810
Email	jessica@friendsofparksqld.org

Version History

Version	Authorisation Date	Author/s	Description of Changes	Authorised By	Signature	Review Date
1.0	1/1/2024	Jessica Lovegrove-Walsh (Executive Officer)	Original document with feedback from management committee & staff	Dr Alan Chenoweth (President)		1/1/2025
1.1	16/01/2025	Jessica Lovegrove-Walsh (Executive Officer)	Minor amendments of Department name, timelines.	Dr Alan Chenoweth (President)		16/01/2025

Background

The Friends of Parks Queensland Five Year Strategy will steer the activities of the organisation from its establishment phase and into its growth phase. Building on the original Friends of Parks Queensland proposal presented to the Queensland Government in 2021, this strategy covers the key pillars of Friends of Parks Queensland’s mission and outlines how we will build our vision around these pillars.



Our Vision

To create a connected and engaged community that actively participates in the conservation of Queensland's protected areas, ensuring their long-term sustainability.

Our Mission

To build, connect, and support resilient communities engaged in on-ground conservation, research or education activities aimed at enhancing protected areas across Queensland.



Overview

Friends of Parks Queensland is an organisation that thrives on fostering robust and collaborative partnerships. At the heart of these partnerships lies our unwavering commitment to actively listen to the diverse voices of stakeholders and translate their aspirations into tangible actions. By embracing their objectives, we aim to empower and engage the community, encouraging the community to play an integral role in the protection and enhancement of Queensland's protected areas.

Friends of Parks Queensland's values are the golden thread that underpins our routine operations and the overall direction of the organisation:

- 1. Conservation**
Of Queensland's natural and cultural heritage
- 2. Collaboration**
Across multiple sectors with key stakeholders
- 3. Integrity**
Within day-to-day dealings and overall organisational operations
- 4. Respect**
Through diversity and inclusivity
- 5. Transparency**
Across all levels of the organisation

Our core values are the foundation upon which we build our strategic pillars to guide the Friends of Parks Queensland over the next five years. The strategic pillars that guide the growth of our organisation are:

1 Governance

2 Build

3 Connect

4 Support

5 Organisational development and sustainability

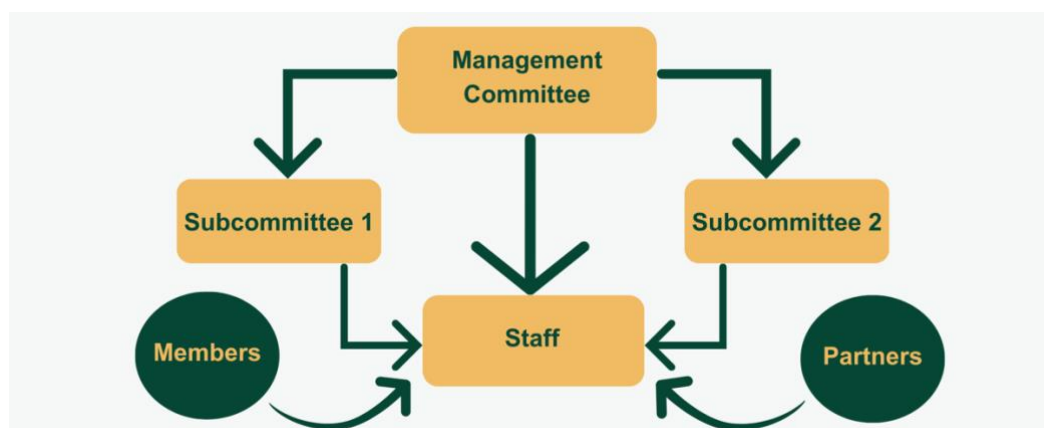
1 Governance

Goal: Provide exceptional governance and oversight to the operations and direction of Friends of Parks Queensland.

Objectives

- 1.1 Maintain a robust governance structure with clearly defined roles, responsibilities, and decision-making processes to ensure effective management and accountability.
- 1.2 To retain a highly skilled and motivated member-driven management committee dedicated to the community's involvement in the conservation of Queensland's natural areas.
- 1.3 Ensure that the contribution volunteers make to the organisation is recognised and valued through regular public announcements and through an award for outstanding volunteers presented at the Annual General Meeting.
- 1.4 Establish one additional sub-committee every two years consisting of external professionals and/or representatives from member groups to address areas requiring additional oversight.
- 1.5 Establish a public trust and gain deductible gift recipient status to encourage philanthropic donations.
- 1.6 Ensure reporting to the Department of Environment, Science, Tourism and Innovation and other funding bodies is clear, concise, on time and within budget.

Friends of Parks Queensland Management Hierarchy



2 Build

Goal: Proactively facilitate the expansion of the conservation volunteering movement in Queensland.

Objectives

- 2.1 Increase the number of volunteer hours in on-ground conservation work by 15% annually through targeted recruitment efforts, community outreach, and awareness campaigns.
- 2.2 Act as a catalyst to increase the number of volunteer groups working in Queensland's protected areas by at least 10% annually.
- 2.3 Increase the number of citizen science projects and initiatives that are site-specific or that span multiple protected areas by at least 10% annually.
- 2.4 Deliver at least one training program and associated resources annually, ensuring that volunteers have the necessary skills and knowledge to contribute effectively and safely to conservation efforts.
- 2.5 Develop and deliver at least one region-specific and one site-specific education program or initiative to raise awareness about the importance of protected areas and the role of community involvement in their conservation.
- 2.6 Seek youth and professional champions to further promote the vision and mission of Friends of Parks Queensland.



3 Connect

Goal: Forge and maintain robust and productive partnerships based on shared values and goals to reach our vision.

Objectives

- 3.1 Continue to connect with land managers, Traditional Owners, and the community to identify and prioritise key areas of focus for volunteer-led conservation work, considering ecological significance, threats, cultural heritage, and the wishes of the local communities across Queensland.
- 3.2 Strengthen and expand partnerships with the Queensland Parks and Wildlife Service and Partnerships (QPWS&P) to enhance collaboration, share resources, and maximise the impact of conservation initiatives.
- 3.3 Forge strategic partnerships and collaborations with other non-profit organisations, community groups, educational institutions, and local businesses to broaden the reach and scope of conservation efforts.
- 3.4 Develop mutually beneficial partnerships with government agencies, funding bodies, and philanthropic organisations to secure financial resources for sustainable growth and development.
- 3.5 Organise regular community events, workshops, and guided walks to engage the public, foster connections with nature, and promote a sense of stewardship among local communities.
- 3.6 Facilitate the ongoing exchange of expertise, knowledge, resource between member groups.



4 Support

Goal: Increase the level of support provided to our member groups, the Department of Environment, Science and Innovation, Traditional Owners, and the wider community.

Objectives

- 4.1 Act as a key partner of the Department of Environment, Science, Tourism and Innovation for implementing *Queensland's Protected Areas Strategy 2020-2030*.
- 4.2 Embed the activities of volunteers in strategies and priorities outlined by QPWS&P to directly support the QPWS&P's land management and/or research objectives through the creation of at least five volunteer-friendly plans annually.
- 4.3 Develop a versatile framework in 2025 to monitor the contributions volunteers are making to QPWS&P's pest management objectives or other strategic objectives.
- 4.4 Promote and support research activities within protected areas, fostering collaboration between scientists, volunteers, and other stakeholders to enhance knowledge and inform conservation practices.
- 4.5 Recognise and support Traditional Owners' aspirations for works on Country and assist Traditional Owners with grant applications or other funding arrangements to realise these wishes.
- 4.6 Utilise various communication channels, including social media, newsletters, and online platforms, to disseminate information, share success stories, and mobilise support for conservation efforts.
- 4.7 Establish a recognition and reward system to acknowledge the valuable contributions of volunteers and foster a sense of belonging within the Friends of Parks Queensland community.



5 Organisational development and sustainability

Goal: Review, monitor, and implement policies and strategies to strengthen the organisation and secure multiple streams of funding for the organisation to ensure sustainability.

Objectives

- 5.1 Develop a comprehensive sustainability strategy in 2024, including a pathway to diversifying revenue streams to secure financial stability and long-term sustainability.
- 5.2 Establish a monitoring and evaluation framework to track progress, measure outcomes, and make necessary adjustments to the plan.
- 5.3 Regularly communicate progress and achievements to stakeholders, volunteers, and the broader community through reports, newsletters, and public forums.
- 5.4 Seek feedback from volunteers, partners, and the community to inform ongoing improvements and ensure alignment with their needs and expectations.
- 5.5 Invest in systems to improve operational efficiency, data management, and volunteer engagement.
- 5.6 Conduct periodic reviews of the strategic plan, considering emerging trends, changing environmental conditions, and stakeholder feedback, to ensure its continued relevance and effectiveness.

