

**PROJECT  
PLATYPUS**

UPPER WIMMERA LANDCARE



**STRATEGIC  
PLAN  
2022-2024**





# PRESERVING OUR LAND PROTECTING OUR WILD LIFE

Our Project Platypus name and logo are powerful symbols for a healthy habitat.

These days there are only rare sightings of platypus in our river systems.

We dream of a return of platypus sightings and a healthy habitat for native wildlife in our region and across Australia. We support initiatives to achieve this.

We acknowledge the original inhabitants whose Country we are gathered on. We pay respect to their Elders past, present and future and extend respect to all First Nations People.

WELCOME TO OUR STRATEGIC PLAN



# ABOUT PROJECT PLATYPUS



PRESERVING OUR LAND  
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Established in 1994, Project Platypus is well known and respected for its environmental work in the **Upper Wimmera catchment** and beyond.

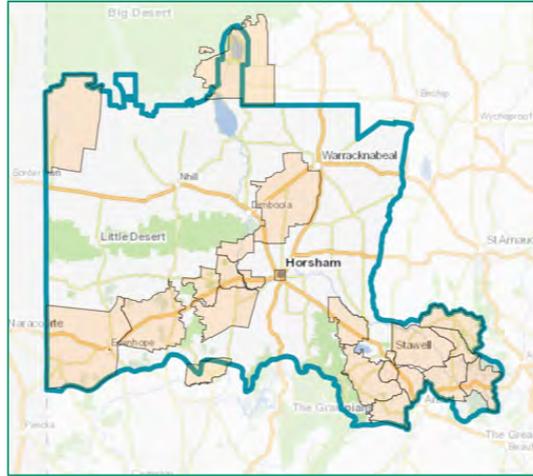
Project Platypus' environmental focus is habitat restoration.

As part of the Victorian Landcare network, Project Platypus supports and facilitates the eleven Landcare groups and maintains strong linkages and relationships with stakeholders and like-minded organisations.

Main activities include revegetation works including vegetation corridors linking remnant areas of native bush, invasive and pest plant and animal control, Landcare facilitation and management of projects on behalf of member Landcare groups.

Project Platypus is not-for-profit, with a volunteer Board of representatives of member Landcare Groups, managed by a small team of staff based in Stawell, Victoria. A key focus of the Board is to ensure the financial viability of the organization through fundraising. Funding comes from fee for service work, grants and donations.

# UPPER WIMMERA CATCHMENT



The Upper Wimmera Catchment is stunning. Taking in parts of the Grampians National Park, Mt Cole and Pyrenees Ranges, the area is home to unique flora and fauna and has significant Indigenous heritage. It spans 3027 square kilometers, with land uses including large scale and lifestyle farming, towns, conservation and forest reserves. It is a popular tourism destination for its wonderful landscapes and nature and wineries.

The region faces significant environmental challenges.

Clearing and poor land practices have impacted waterway and soil health, with reduced soil fertility and productivity.

Invasive plants and animals have moved in, further impacting native plants and animals and costing landholders significant time and money to control.

Loss of habitat has resulted in many plants, animals and some ecosystems considered threatened or vulnerable such as the Platypus, Southern Brown Bandicoot, Powerful Owl, Swift Parrot, Bush Stone Curlew, Growling Grass Frog, Squirrel Glider, orchid species, Grey Box Woodlands, Box Ironbark Forest and Native Grasslands.

Habitat fragmentation has impacted the natural flow of species and genetics across the landscape.

Climate change has impacted, resulting in disrupted weather patterns and reduced rainfall for our waterways, ecosystems and agriculture.

The Upper Wimmera Landcare community is active and engaged but is also experiencing a rapidly changing demographic and associated landuse changes. Project Platypus needs to understand and reflect these changes to remain representative of the community.

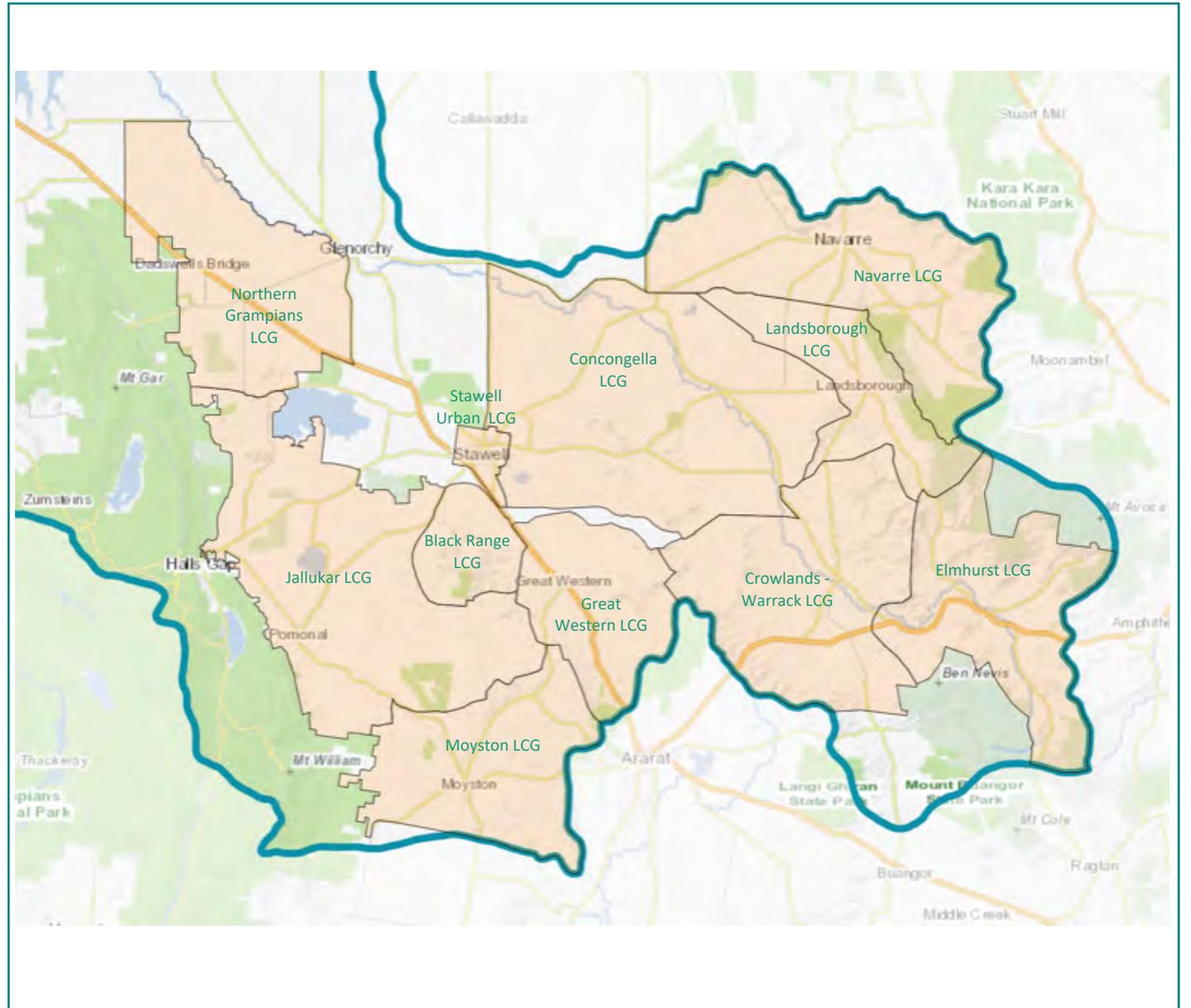


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# PROJECT PLATYPUS REGION



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# 11 LANDCARE GROUPS

# 265 MEMBERS



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1. Black Range – *bandicoot habitat and introduction, exclusion closures, revegetation, weed control*
2. Concongella – *waterway management, revegetation, weed control, community awareness*
3. Crowlands-Warrak – *Platypus DNA testing along the Wimmera River, native fish populations, bush corridors, cultural heritage*
4. Elmhurst – *rabbit control, weed control*
5. Great Western – *public reserve management, weed control*
6. Jallukar – *native grasslands, revegetation, weed control, history*
7. Landsborough – *weed control*
8. Moyston – *public land management, revegetation, weed control, community awareness*
9. Navarre – *not active*
10. Northern Grampians - *Linking landscapes and building biodiversity to enhance and protect threatened flora and fauna and farming properties*
11. Stawell Urban – *Public land management, community awareness, revegetation, weed control*

# OUR PURPOSE & BELIEF



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**What we do:** Project Platypus works with the community to restore and protect the natural land, promoting sustainable agriculture and wildlife habitat.

We tip the balance in nature's favour. Creating the right conditions for land and habitat to sustain, protect and conserve itself, as it was always meant to.

We select projects that represent powerful symbols of nature and biodiversity to local communities, therefore playing an important education role and influencing more people to respect their land. The success of these projects would have significant positive impact on the environment.

We build capacity within the community. We partner with groups and individuals who share our passion and goals, in order to maximise our impact, while supporting a vision of a more connected, responsible community.

**Why we do it:** We love nature and recognize that successful communities depend on a thriving environment and healthy sustainable land that can support rich biodiversity and productive, sustainable agriculture.



# STRATEGIC GOALS



1. Our Landcare community is strong, engaged and active



2. Our revegetation program is well known for effective habitat protection, creation and restoration



3. Our invasive plants and animals program is effective in controlling local pest species



4. Our organization is "future proofed" for long term success

← PRESERVING OUR LAND - PROTECTING OUR WILD LIFE →

# STRATEGIC GOALS



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Our strategy is underpinned by four goals that we believe will ensure Project Platypus has meaningful impact into the future, addressing local needs and resulting in tangible benefits for the environment and the people involved.

## GOALS

1. Our Landcare community is strong, engaged and active – people are the life blood of Landcare’s success
2. Our revegetation program is well known for effective habitat protection, creation and restoration – revegetation increases available habitat
3. Our invasive plants and animals (IPA) program is effective in controlling local pest species – pest control underpins habitat restoration
4. Our organization is “future proofed” for long term success - a viable, connected organization enables achievement of environmental goals

To achieve this over the next three years, Project Platypus needs to increase its funding base, increase its people resources, be the preferred partners for habitat restoration (IPA/planting), support active community engagement and a healthy Landcare community.

# GOAL #1

## Our Landcare Community is strong, engaged and active



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### WHY THIS IS IMPORTANT

Members are the lifeblood of Landcare. Members volunteer their passion, connections, knowledge, capability, skills, capacity and resources to Landcare and environmental projects.

People benefit from participation in Landcare and Landcare Projects. While we instinctively know this from our own experience, it is clearly demonstrated in the recent Landcare Australia KPMG Report, which found that 90% of members report experiencing a stronger connection to the community and 93% reported a stronger connection to the land.

Habitat and threatened species benefit from on-ground Landcare works. Engaging people, increasing capability and providing support, knowledge and leadership is key to a strong, engaged and active Landcare network and the personal and environmental benefits that go with it.

The local Landcare Facilitator and marketing and communications are key to achieving this goal.

### PRIORITY OUTCOMES AND ACTIVITIES

- Supported PP Strategy: Ensure Landcare Groups are aware of and support Project Platypus' strategic priorities and activities, and how they can engage and participate
- Landcare Groups Achieving Goals: Provide Landcare Groups with support to access knowledge and funding for priority projects to achieve their goals
- Connected Landcare Community: Provide Landcare Groups with connections to the broader Landcare community including links into LVI and Landcare Australia and other like-minded environmental groups and projects
- Diverse Membership: Connect and engage with the broader community for inclusion and participation of diverse groups including farmers, Traditional Owners and young people.
- Indigenous Engagement: Support collaboration and partnerships with Traditional Owners.

# GOAL #2

## Our revegetation program is well known for effective habitat restoration



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### WHY THIS IS IMPORTANT

Revegetation, including protection of remnant vegetation, increases available habitat for native flora and fauna and nurtures biodiversity. It increases water retention and captures carbon.

Revegetation is a tangible and meaningful way for organisations and the community to give back to nature.

There is an opportunity to be more strategic and to partner with other organisations in habitat restoration in the region, particularly to connect fragmented habitat corridors to enable the natural flow of plants and animals and tap into the groundswell of activity from likeminded groups who are actively engaged with tree propagation and planting.

The revegetation team and marketing communications are key to achieving this goal.

### PRIORITY OUTCOMES AND ACTIVITIES

1. Biolinks Program: Develop and implement a program for protection, restoration and revegetation of strategic sites in line with the Grampians to Pyrenees (G2P) Action plan
2. Expert Team: Build expertise and resources to conduct the program
3. Engaged Community: Build on Project Platypus's strong reputation and engage the broader community, with flagship projects and events and communication
4. Funded Programs: Develop opportunities with fee for service, grant funding and Corporate Partner funding for restoration sites.



# GOAL #3

## Our invasive plants and animals program is effective in controlling pest species



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### WHY THIS IS IMPORTANT

Invasive plant and animal control underpins habitat restoration and the protection of threatened species.

There is an opportunity to step up local expertise and capacity in local eradication, control and management of invasive plants and animals.

There is a gap in environmental knowledge and best practice in the community for those who want to undertake their own management of invasive and pest plants and animals. There is also demand and willingness to pay for contractors' know-how, capacity and specialized equipment to conduct on-ground works.

The IPA team and marketing communications are key to achieving this goal.

### PRIORITY OUTCOMES AND ACTIVITIES

1. IPA Program - Develop and implement an IPA program for target invasive and pest species, both plant and animal
2. Expert Plant Control Team - Build expertise in the control of both pest and invasive plant species
3. Expert Animal Control Team - Build expertise in the control of invasive animal species
4. Viable Business - Develop a viable business, achieve funding and communicate and market Project Platypus fee for service work
5. Community Capability - Build local knowledge and community capability in invasive plant and animal control.

# GOAL #4

Our organization is  
“future proofed”  
for long term  
success



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## WHY THIS IS IMPORTANT

A viable, connected organization enables achievement of environmental goals. Great outcomes will be achieved by an engaged and capable Board and team of staff.

To become self-determining and direct activities to strategic environmental priority areas, Project Platypus needs to expand its fundraising capacity and step up its communication program to support fundraising and the goals of a connected Landcare community, strategic revegetation, and invasive plants and animals programs.

The Board, Board fundraising sub-committee and marketing communications are key to achieving this goal.

## PRIORITY OUTCOMES AND ACTIVITIES

1. Fundraising Program: Establish and implement a fundraising program focused on Philanthropic and Corporate Funding, including goals and targets, to deliver the strategic plan and for long term financial sustainability.
2. Communications Program: Develop a communications and engagement program, capacity and processes to facilitate timely and effective communication within Landcare, with stakeholders and the community, for revegetation and IPA programs, connected Landcare and to support the fundraising strategy; share every Platypus project and story that can be found (PLATYPUS PRESS)
3. Effective Team: Nurture a strong team culture and capability among staff. Ensure good and safe working conditions, effective operations and that morale is strong.
4. Effective Board: Ensure sound governance with an active, informed and skilled Board providing leadership to the manager and team of staff.



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# APPENDIX - Milestones



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# GOAL #1 MILESTONES

Our Landcare  
Community is strong,  
engaged and active



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OUTCOMES	ACTIVITIES		
	YEAR 1	YEAR 2	YEAR 3
1. Supported PP Strategy	<ul style="list-style-type: none"> <li>Share with LCG's</li> <li>Add to website</li> </ul>	<ul style="list-style-type: none"> <li>Review progress and share goals for year ahead</li> <li>Explore opportunities for participation</li> </ul>	<ul style="list-style-type: none"> <li>Review progress and share goals for year ahead</li> <li>Engage in future strategy development</li> </ul>
1. LCG's Achieving Goals	<ul style="list-style-type: none"> <li>Facilitate priority setting</li> <li>Share and assist with funding opportunities</li> <li>Support Health Check data collection for CMA/DEWLP</li> </ul>	<ul style="list-style-type: none"> <li>Follow-up review and update</li> <li>Support Health Check data collection for CMA/DEWLP</li> </ul>	<ul style="list-style-type: none"> <li>Follow-up review and update</li> <li>Support Health Check data collection for CMA/DEWLP</li> <li>Feed priorities into future PP plans</li> </ul>
1. Connected LC Community	<ul style="list-style-type: none"> <li>Plan Annual Event Assist to update LCG's information on Landcare Vic and Australia sites</li> <li>Monthly Newsletter</li> <li>Grow Facebook presence</li> <li>Update Website</li> <li>Attend LCG meetings</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Review</li> <li>Explore Citizen Science opportunity</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Review</li> </ul>
1. Diverse Membership	<ul style="list-style-type: none"> <li>Review gaps in membership to ensure representation and diversity</li> <li>Plan membership Drive activity</li> </ul>	<ul style="list-style-type: none"> <li>Annual Membership Drive</li> <li>Review</li> </ul>	<ul style="list-style-type: none"> <li>Annual Membership Drive</li> <li>Review</li> </ul>
1. Indigenous Engagement	<ul style="list-style-type: none"> <li>Provide each LCG with indigenous contacts &amp; acknowledgements</li> <li>Meet groups to discuss synergies and potential partnerships</li> </ul>	<ul style="list-style-type: none"> <li>At least one group actively involved in the development and planning of a project</li> </ul>	<ul style="list-style-type: none"> <li>At least one project delivered in partnership with traditional owners</li> </ul>

# GOAL #2 MILESTONES

Our revegetation program is well known for effective habitat protection, creation and restoration



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OUTCOMES	ACTIVITIES		
	YEAR 1	YEAR 2	YEAR 3
1. Biolinks Program	<ul style="list-style-type: none"> <li>Develop program</li> <li>Annual Plantout</li> <li>25 hectares under restoration</li> </ul>	<ul style="list-style-type: none"> <li>50 hectares under restoration</li> <li>Review at least 5 older reveg sites for enhancement works</li> </ul>	<ul style="list-style-type: none"> <li>75 hectares under restoration</li> <li>Review at least 5 older reveg sites for enhancement works</li> </ul>
1. Expert Team	<ul style="list-style-type: none"> <li>Training and licenses upgrades</li> <li>Ensure good project records are kept and baseline data obtained</li> </ul>	<ul style="list-style-type: none"> <li>At least one project partnership with a science based organisation</li> </ul>	<ul style="list-style-type: none"> <li>A culture of collaboration and partnership with other reputable organisation established</li> <li>Monitor 5 year old sites to determine if further intervention is required</li> </ul>
1. Engaged Community	<ul style="list-style-type: none"> <li>Publicise and engage in planting events</li> <li>Site signs, branded tree guards</li> </ul>	<ul style="list-style-type: none"> <li>Engage in planting events</li> <li>Revisit at least 10 older restoration sites to monitor and be able to communicate success</li> </ul>	<ul style="list-style-type: none"> <li>Co-ordinate a citizen science program focused on gathering evidence of restoration success eg. Fauna occupation - use</li> </ul>
1. Funded Programs	<ul style="list-style-type: none"> <li>20% increase in Fee for Service work</li> <li>2 new corporate partners</li> <li>1 successful grant application</li> <li>Donors are engaged and regularly updated</li> </ul>	<ul style="list-style-type: none"> <li>20% increase in Fee for Service work</li> <li>2 new corporate partners</li> <li>2 successful grant applications</li> <li>20% increase in donations</li> <li>Donors are engaged and regularly updated</li> </ul>	<ul style="list-style-type: none"> <li>20% increase in Fee for Service work</li> <li>2 new corporate partners</li> <li>3 successful grant applications</li> <li>40% increase in donations</li> <li>Donors are engaged and regularly updated</li> </ul>

# GOAL #3 MILESTONES

Our invasive plants and animals program is effective in controlling local pest species.



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OUTCOMES	ACTIVITIES		
	YEAR 1	YEAR 2	YEAR 3
1. IPA Program	<ul style="list-style-type: none"> <li>Plants – target species and locations</li> </ul>	<ul style="list-style-type: none"> <li>Animals – target species and locations</li> </ul>	<ul style="list-style-type: none"> <li>Review plans</li> </ul>
1. Expert Plant Control Team	<ul style="list-style-type: none"> <li>Training and licenses</li> <li>Ensure baseline data is obtained at the beginning of any project</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>PP wide monitoring in place to enable communication of impact</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Monitoring in place to enable communication of impact</li> </ul>
1. Expert Animal Control Team	<ul style="list-style-type: none"> <li>Training and licenses</li> <li>Ensure baseline data is obtained at the beginning of any project</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>PP wide monitoring in place to enable communication of impact</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Monitoring in place to enable communication of impact</li> </ul>
1. Viable Business	<ul style="list-style-type: none"> <li>Market FFS</li> <li>Get grant funding</li> <li>Deliver projects</li> <li>Increase revenue</li> </ul>	<ul style="list-style-type: none"> <li>Market FFS</li> <li>Get grant funding</li> <li>Deliver projects</li> <li>Increase revenue</li> </ul>	<ul style="list-style-type: none"> <li>Market FFS</li> <li>Get grant funding</li> <li>Deliver projects</li> <li>Increase revenue</li> </ul>
1. Community capability	<ul style="list-style-type: none"> <li>Advice</li> <li>Workshops</li> <li>Knowledge bank</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>

# GOAL #4 MILESTONES

Our organization is  
“future proofed” for long  
term success



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OUTCOMES	ACTIVITIES		
	YEAR 1	YEAR 2	YEAR 3
1. Fundraising Program	<ul style="list-style-type: none"> <li>Finalise strategy and plans</li> <li>Appoint team</li> <li>Seek and manage donors</li> </ul>	<ul style="list-style-type: none"> <li>Seek and manage donors</li> </ul>	<ul style="list-style-type: none"> <li>Seek and manage donors</li> </ul>
1. Communications Program (Platypus Press)	<ul style="list-style-type: none"> <li>Fund and appoint communications officer</li> <li>Develop Plan</li> <li>Fundraising materials</li> </ul>	<ul style="list-style-type: none"> <li>Implement plan</li> <li>CRM/Website relaunch for fundraising and communication</li> </ul>	<ul style="list-style-type: none"> <li>Implement plan</li> </ul>
1. Effective Team	<ul style="list-style-type: none"> <li>Completed office and site (fit out and landscape)</li> <li>Policies in place</li> <li>Staff development</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>
1. Effective Board	<ul style="list-style-type: none"> <li>Monthly meetings</li> <li>Strategic Plan oversight</li> <li>Financial and budget oversight</li> <li>Review board capabilities</li> <li>Connect with LCG's</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>