



Hunter Wetlands Centre Australia

Strategic Plan 2019-2024

Vision

Continue as leaders in wetland management and conservation, to provide accessible and engaging wetland experiences that promote the values of wetlands.

Focus

Wetland Appreciation

Building better understanding of how wetlands work and why they are important.

Land Management and Wildlife Conservation

Managing and restoring wetland habitat for wildlife and people.

Tools	Strategy	Action
1. Education, Promotion & Communication Increasing and sharing our experience, knowledge and understanding of wetlands and promoting the Ramsar Convention.	1.1 Provide the most engaging, informative and inspiring wetland experience of any wetlands centre in Australia.	1.1.1. Redevelop and expand the Visitors Centre to improve environmental education & visitor experiences. 1.1.2. Provide improved wetland and site interpretation. 1.1.3. Provide information, events and site tours. 1.1.4. Investigate feasibility of providing onsite visitor accommodation.
	1.2 Capitalise on our education facilities	1.1.5. Increase and diversify school and education related attendances
2. Community Participation Building capacity through community participation in wetland management and conservation	2.1 Build a strong membership base of wetland supporters	2.1.1 Conduct a membership drive. 2.1.2 Improve member services.
	2.2 Ensure we provide a welcoming, accessible and comfortable Centre for all sections of the community.	2.2.1 Increase the size, skills and diversity of our volunteer base.

3. Networking & Partnerships Playing an active role in the wetland conservation community	3.1 Be a leading Australian supporter and advocate for wetland conservation, Ramsar Site Managers, and the Ramsar Convention.	3.1.1 Lead establishment of a Hunter Estuary Consortium for shared planning, research and management.
		3.1.2 Seek to host a Ramsar Regional Centre for Oceania, in partnership with governments and communities.
		3.1.3 Provide training, event and networking opportunities for wetland managers and site managers of the East Asian-Australasian Flyway.
		3.1.4 Establish and / or provide expertise to new wetland centres and restoration projects in the Hunter Estuary, Australia and the Asia/Pacific.
4. Habitat Restoration & Wildlife Conservation Managing and resorting wetlands for wildlife and people	4.1 Aim to maintain the ecological character of the Shortland component of the Hunter Estuary Ramsar site.	4.1.1 Implement the HWCA Site Management Plan, and related plans eg, hydrology management, weed management
		4.1.2 Complete development of a wildlife sanctuary free from cats and foxes to allow local wildlife from the Lower Hunter to be re-established and re-introduced, particularly threatened and iconic wetland and woodland species.
	4.2 Develop practical climate change adaptation strategies for wetlands.	4.2.1 Develop and implement a climate change mitigation and adaptation strategy for our site.
		4.2.2 Collaborate with researchers and other wetland managers.
5. Research Promoting and supporting wetland and related research and partnering with organisations to conduct research	5.1 Partner with researchers, community groups, governments and industry to research wetlands and wildlife in the Lower Hunter.	5.1.1 Seek grant funds for collaborative onsite and offsite research projects to fill key knowledge gaps consistent with our Mission 5.1.2 Partner with naturalist groups to encourage community members to research and monitor wetlands.

6 Corporate Governance & Financial Management Implement modern and effective corporate governance, financial management and risk management systems	6.1 The Board and staff implement effective governance, financial, risk management and business processes and standards.	6.1.1 HWCA achieves financial viability through cost control and securing growing and diverse income streams. 6.1.2 Review and enhance internal processes and standards to provide an efficient, professional, safe and dynamic workplace.
	6.2 Investigate new income generation opportunities	6.2.1 Investigate an Australian Wetlands Trust to support advocacy, new strategic initiatives and education 6.2.2 Investigate a vehicle such as an endowment fund or similar to underpin long term financial security and new strategic initiatives 6.2.3 Grow HWCA's consulting business through commercial contracts, grants and biodiversity/carbon offsets.
	6.3 HWCA models environmental sustainability in practice.	6.3.1 HWCA implements energy and water saving and renewal technology