



# Healthy Land and Water Strategic Plan 2017 - 2022

## Purpose

Safeguarding the future.

## Vision

Healthy Land and Water supporting resilient regions.

## Mission

We lead and connect through science and actions that will preserve and enhance our natural assets.



## Who we are

We are a, dynamic and independent not-for-profit organisation dedicated to the care of our unique and beautiful land, waterways and biodiversity. We share our in-depth knowledge, tools and networks to protect against the impacts of population growth and extreme weather on our natural environment. Our work also helps to protect and enhance the many social and economic benefits our natural environment provides such as recreation, tourism, agriculture and a clean drinking water supply.

## Our promise

We synthesize and apply cutting edge science to develop innovative solutions that protect, restore and build the resilience of our natural environment.

We work with and bring together landholders, Traditional Owners, community groups, industry and government to improve the health of our land, water and biodiversity.

We act with integrity and courage to build a regional community that values and cares for its natural resources.

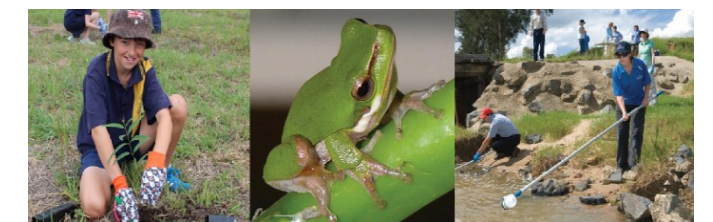
We are passionate and care for our environment and our community, and commit to ensure the health, safety and wellbeing of our people.

## Our values

**Innovation** **Integrity** **Care**



**Collaboration** **Courage**



## Strategic goals

## Strategic initiatives

## Key performance indicators

Delivery of the NRM Plan

- Review actions in SEQ Regional Plan to identify synergies / business opportunities in SEQ NRM Plan and prioritise
- Economic and social value realised
- Develop and pursue funding mechanisms (for land, water and biodiversity)

- Policy advice supports *Shaping SEQ* objectives
- Condition and trend measured and reported
- Grazing land managed
- Hectares improved
- Increased third party investment in natural assets for SEQ

Innovative solutions to protect and restore our natural environment.

- Ensure science and our knowledge is independent, respected, and accessible
- Discover different innovative approaches
- Implement solutions

- Member awareness and utilisation
- On-ground solutions – policy in practice
- Measure the number of innovation initiatives
- Measure \$\$ invested

Attracting and retaining partnerships

- Understand our stakeholders to actively contribute to their success.
- Maintain our position as a trusted, relevant and independent leader
- Expand our partnerships and collaborations

- Stakeholder and client satisfaction
- Net promotor score
- Increase number of partnerships and collaborations
- Offer online tool

A connected, engaged and motivated community.

- To work with and learn from Aboriginal and Torres Strait Islander peoples
- Understand community needs and values of our natural assets
- Connect, promote and celebrate success

- Involvement in projects with Aboriginal and Torres Strait Islander peoples
- Outcomes of results of usage and attitude study
- Media and events measured
- Brand awareness

An inspiring business

- Keep our people safe, healthy, physically, mentally and culturally
- Develop our people
- Diversify our business and revenue sources

- Leadership interactions
- Staff satisfaction and no LTIs
- Workforce Plan implemented
- Competency score >3
- Financial – achieve \$20m profitable revenue by 2022