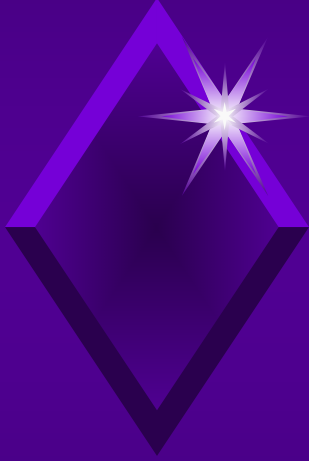


*Where we are,
Where we are going, and
How are we going to get there*

- Objectives
- Issues
- Strategy and tactics

CALM's Mission

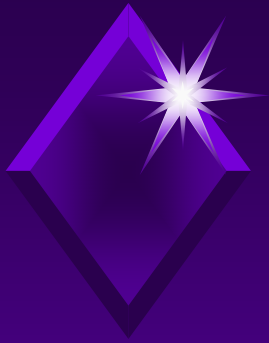


To conserve Western Australia's
wildlife and manage lands and
waters entrusted to the
Department for the benefit of
present and future generations



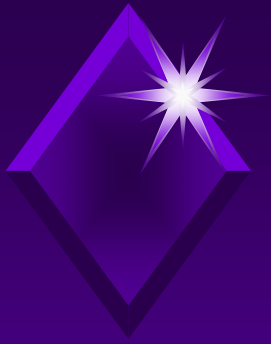
CALM'S five primary objectives

- Management
- Conservation
- Production
- Recreation
- Knowledge



Conservation

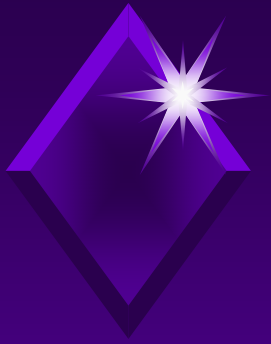
- Stabilisation of salinisation
- Restabilising natural ecosystems in the Agricultural zones
 - Replanting
 - Fencing
 - Reintroductions
- Completion of Western Shield
- Conservation Strategy for threatened plants - Operation Everlasting
- Establishing a system of marine reserves
- Integration of conservation objectives into pastoral region
 - New reserves
 - New industries
- Completion of State Conservation Reserve System
 - focus on Kimberley
 - focus on Gascoyne
- New Wildlife Conservation Act
- More wealth creating industries from our conservation assets



Conservation

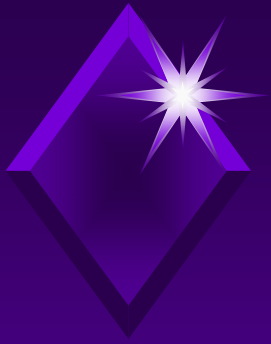
- Stabilisation of salinisation





Conservation

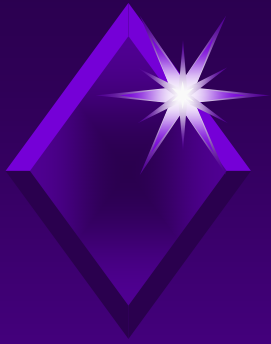
- Restabilising natural ecosystems in the Agricultural zones



Conservation

- Completion of Western Shield

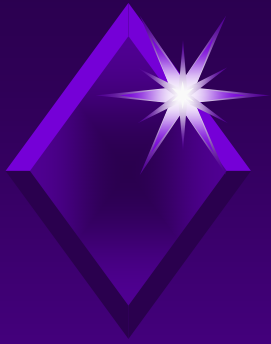




Conservation

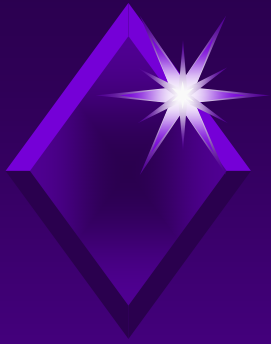
- Conservation Strategy for threatened plants - Operation Everlasting





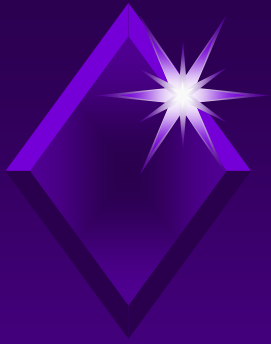
Conservation

- Establishing a system of marine reserves



Conservation

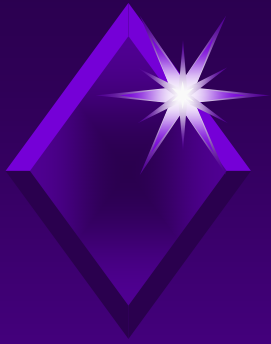
- Integration of conservation objectives into pastoral region



Conservation

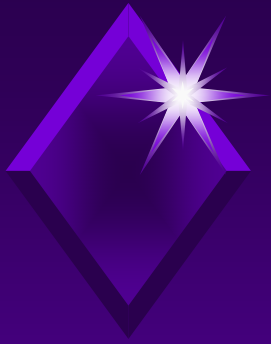
- Completion of State Conservation Reserve System





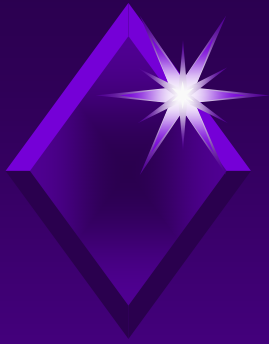
Conservation

- New Wildlife Conservation Act



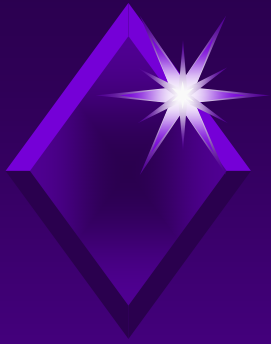
Conservation

- More wealth creating industries from our conservation assets



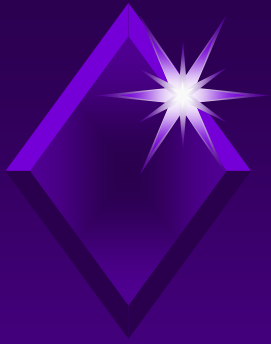
Tourism and Recreation

- “Wilderness” lodges throughout the estate (eg. Perup)
- Developing participation products (eg. Hills Forest activities)
- Developing specialised merchandising packages (eg. carvings)
- Aboriginal products
 - Training
 - Implementation
- The small twelve
- Upgrading basic facilities



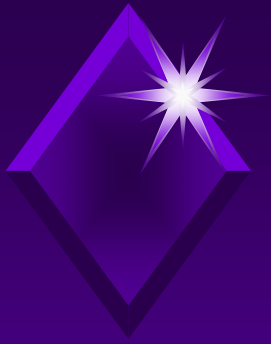
Tourism and Recreation

- “Wilderness” lodges



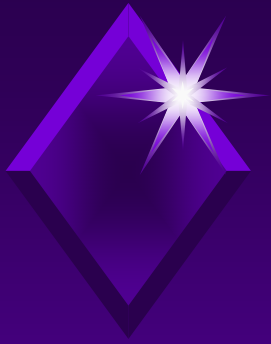
Tourism and Recreation

- Developing participation products



Tourism and Recreation

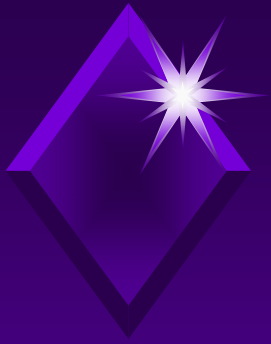
- Developing specialised merchandising packages



Tourism and Recreation

- Aboriginal products





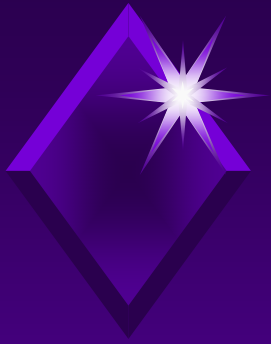
Tourism and Recreation

- The small
twelve

Introducing the Small Twelve







Tourism and Recreation

- Upgrading basic facilities







200,000 people have visited the Tree Top Walk
since it opened in September 1996



The Tree-Top Walk covers an
area of 409 m²

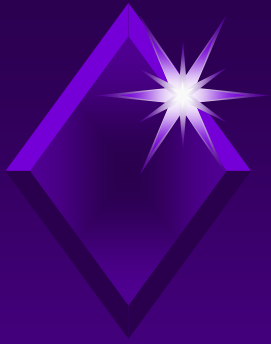


7 square metres of land were used to support the Tree
Top Walk



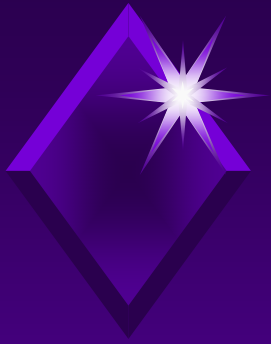
Production

- Completion of value-added strategy for native forest timber
- New value-added industry based on native forest wood products
- 500,000 hectares of maritime pine - The Man of La Mancha Project
- Manufacturing plants for pines
- New perennial crop initiatives to drive land rehabilitation
- The creation of a tropical forest industry in the north



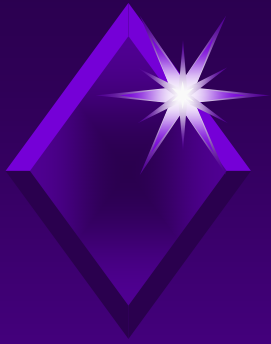
Production

- Value adding strategy



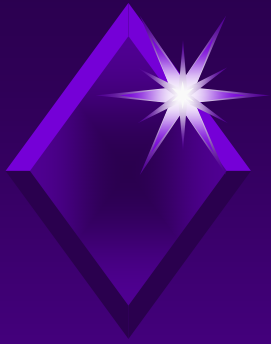
Production

- New value added industry



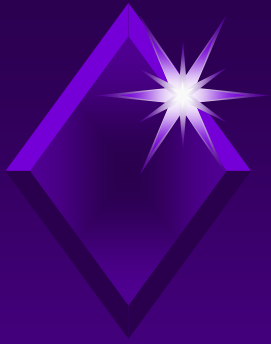
Production

- Maritime pine project



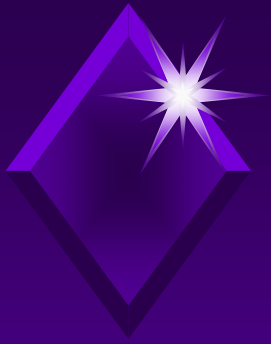
Production

- Manufacturing plants for pines



Production

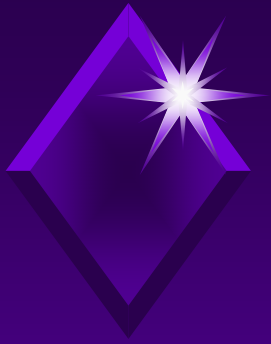
- Perennial crop initiatives



Production

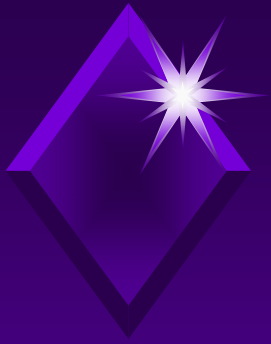
- Tropical forest industry





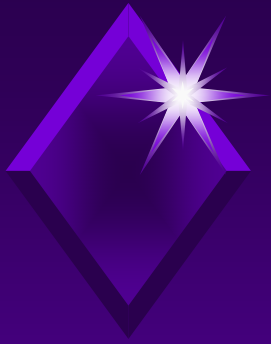
Issues

- Politics
- Public perceptions
- Finance
- Native forest harvesting
- The proliferation of reviews, enquiries, inspections and litigation
- Sustaining morale



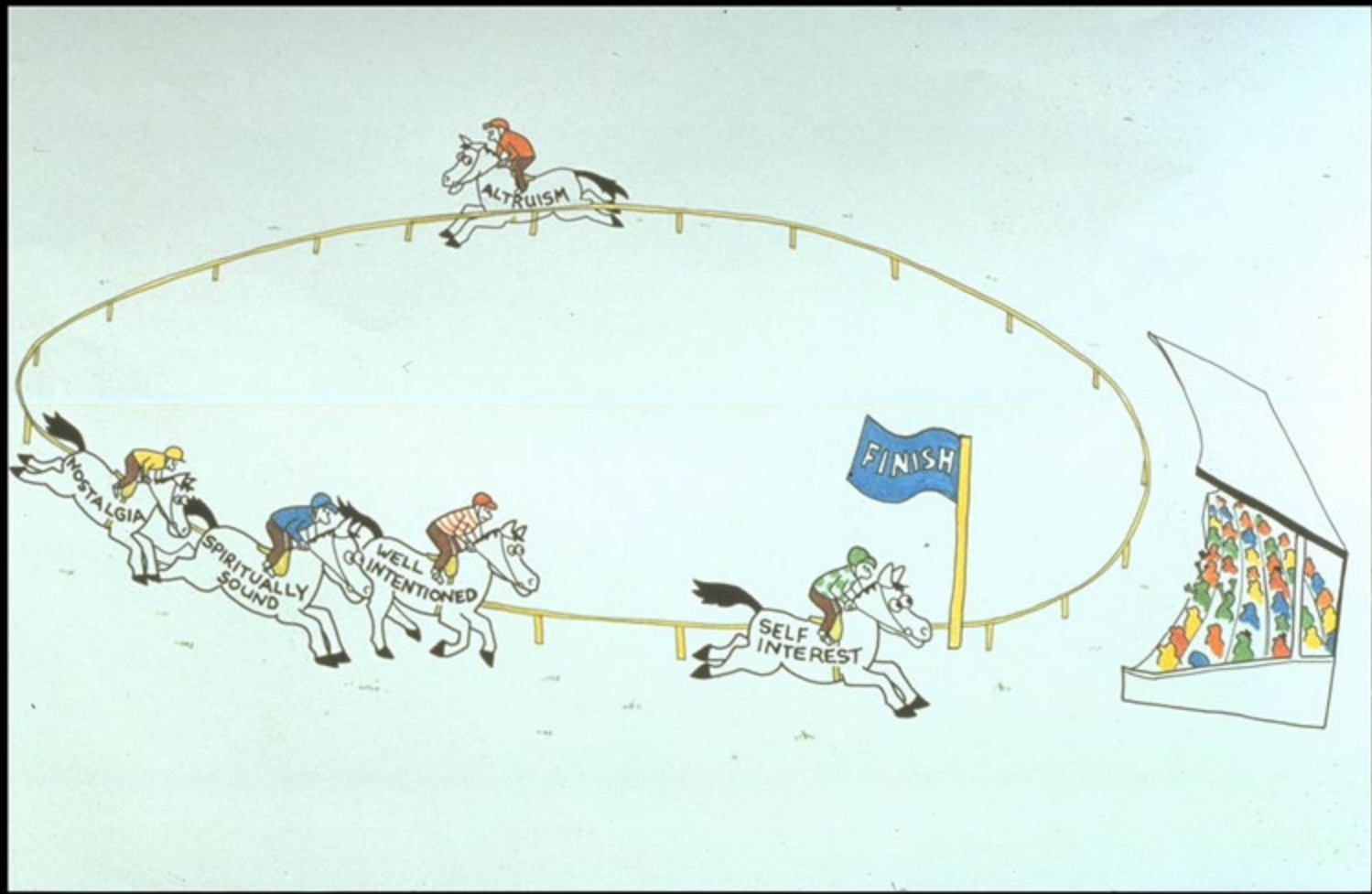
Issues

- Politics

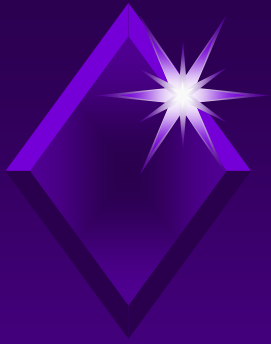


Issues

- Public perceptions

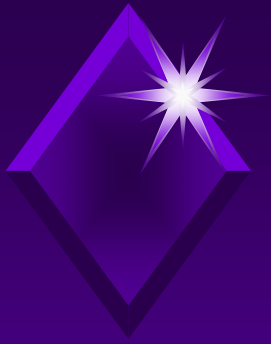






Issues

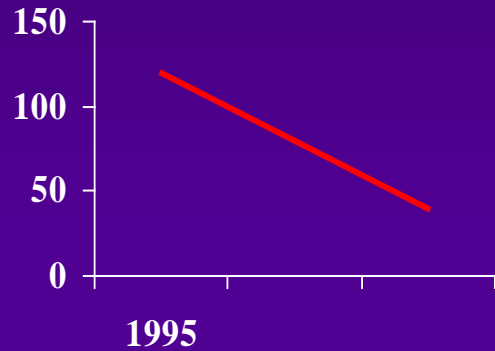
- Finance



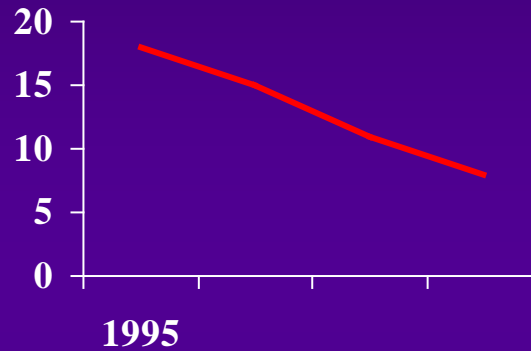
Financial strategy

(millions of dollars)

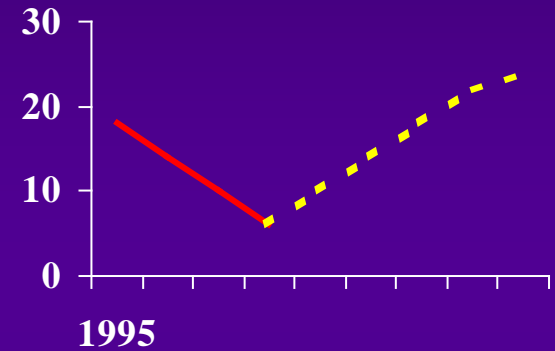
Debt



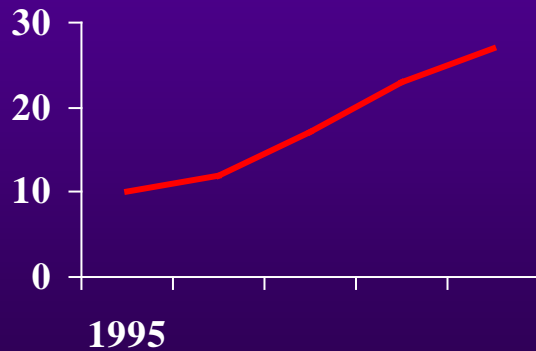
Debt Repayments



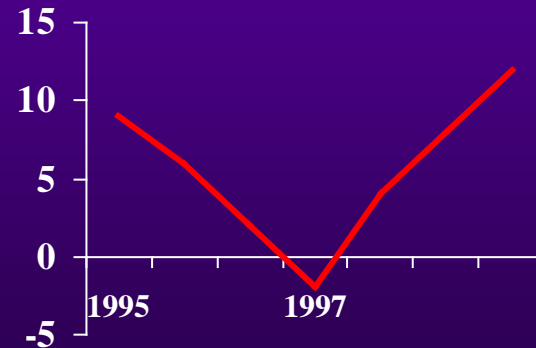
Surplus "Profits"

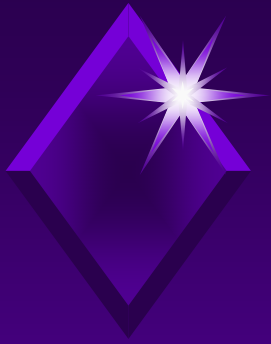


Asset sales



Surplus for new initiatives

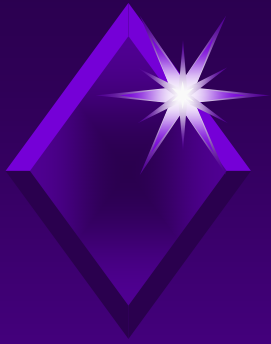




Issues

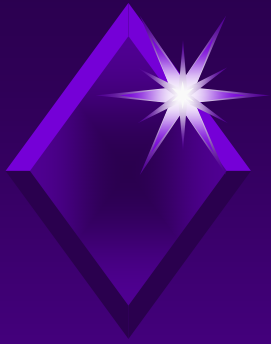
- Native forest harvesting





Issues

- The proliferation of reviews, enquiries, inspections and litigation



Issues

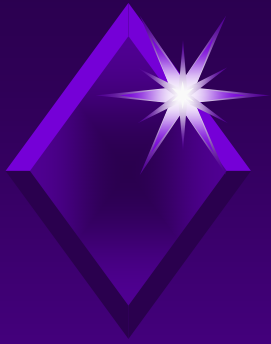
- Sustaining morale



Strategy and tactics

- ❑ Recognise that effective marketing can be carried out without the assistance of the peak media groups
- ❑ Direct marketing is the only way that CALM can get its message across
- ❑ Finance - we must earn our own income
- ❑ New technology uptake
- ❑ Garibaldi strategy - volunteers
- ❑ Strategic alliances with the private sector
- ❑ More training, more incentives and more motivation





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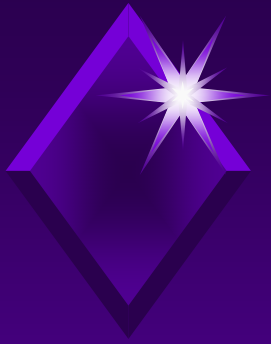
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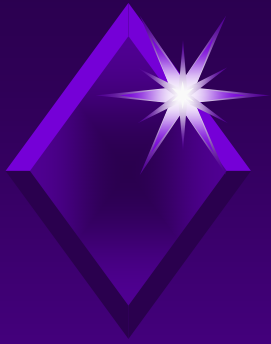
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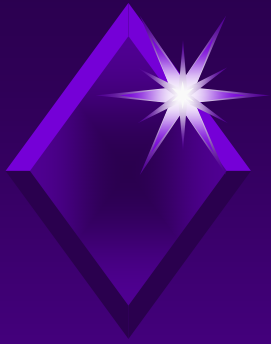
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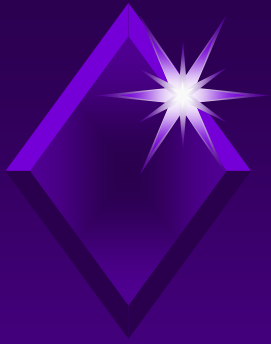
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