



Nearer to Nature



DEPARTMENT OF

**Conservation**

AND LAND MANAGEMENT



*Conserving the nature of WA*

# Mission

- **Nearer to Nature exists to provide locals and visitors with engaging interpretive activities that enrich their experiences in Western Australia's natural environments.**

# Key Performance Areas

- **Brand**
- Product**
- Sales and Marketing**
- Staff Structure and Roles**
- Logistics and Resources**

# Brand Values

- **Appreciation** – a) for the natural environment; and, b) for the needs of key stakeholder groups.
- **Responsiveness** – to changes in the natural environments; and, to stakeholders' individual needs.
- **Diversity** – we provide a broad range of activities to meet the diverse needs of the environment and our stakeholders.
- **Quality** – we strive to set the quality benchmark for guided nature activities.
- **Consistency** – we design and implement best practice procedures with discipline to ensuring consistency with service delivery.

# Core Values

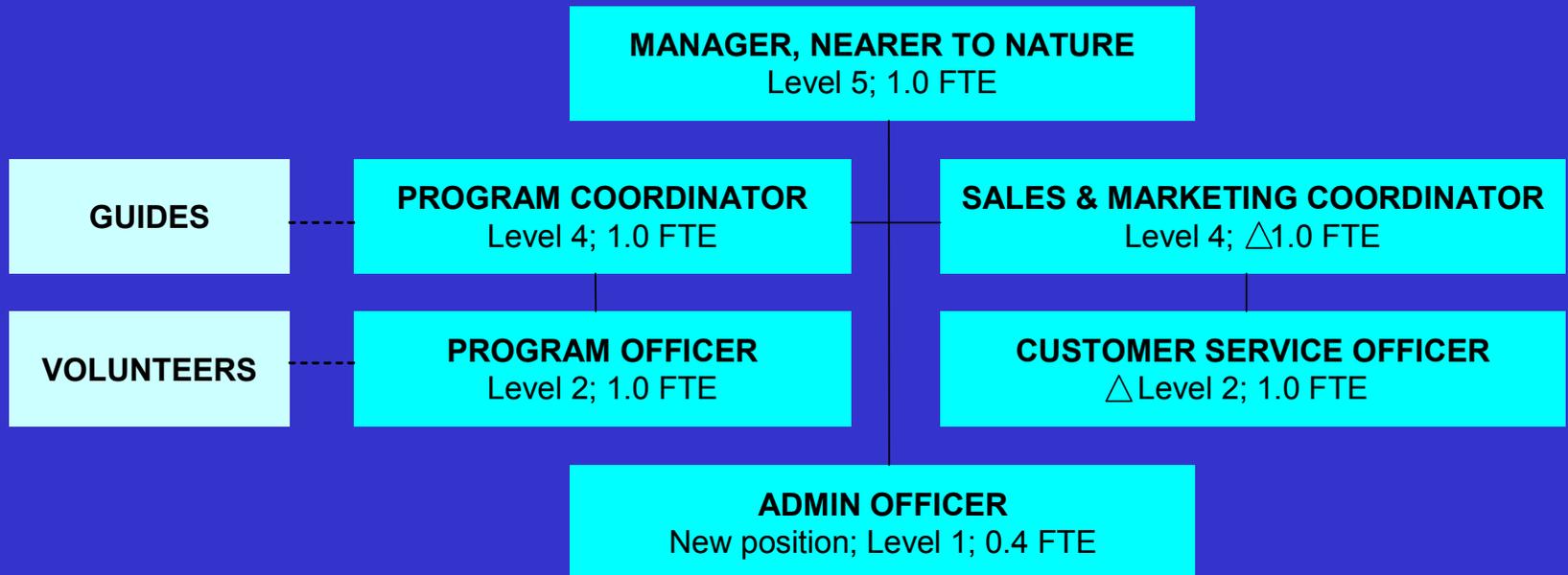
Nearer to Nature is **responsive** to the needs of key stakeholders; **consistently** providing a **diverse** range of high-**quality** guided nature based interpretive experiences to encourage use, **appreciation** and conservation of Western Australia's natural heritage.

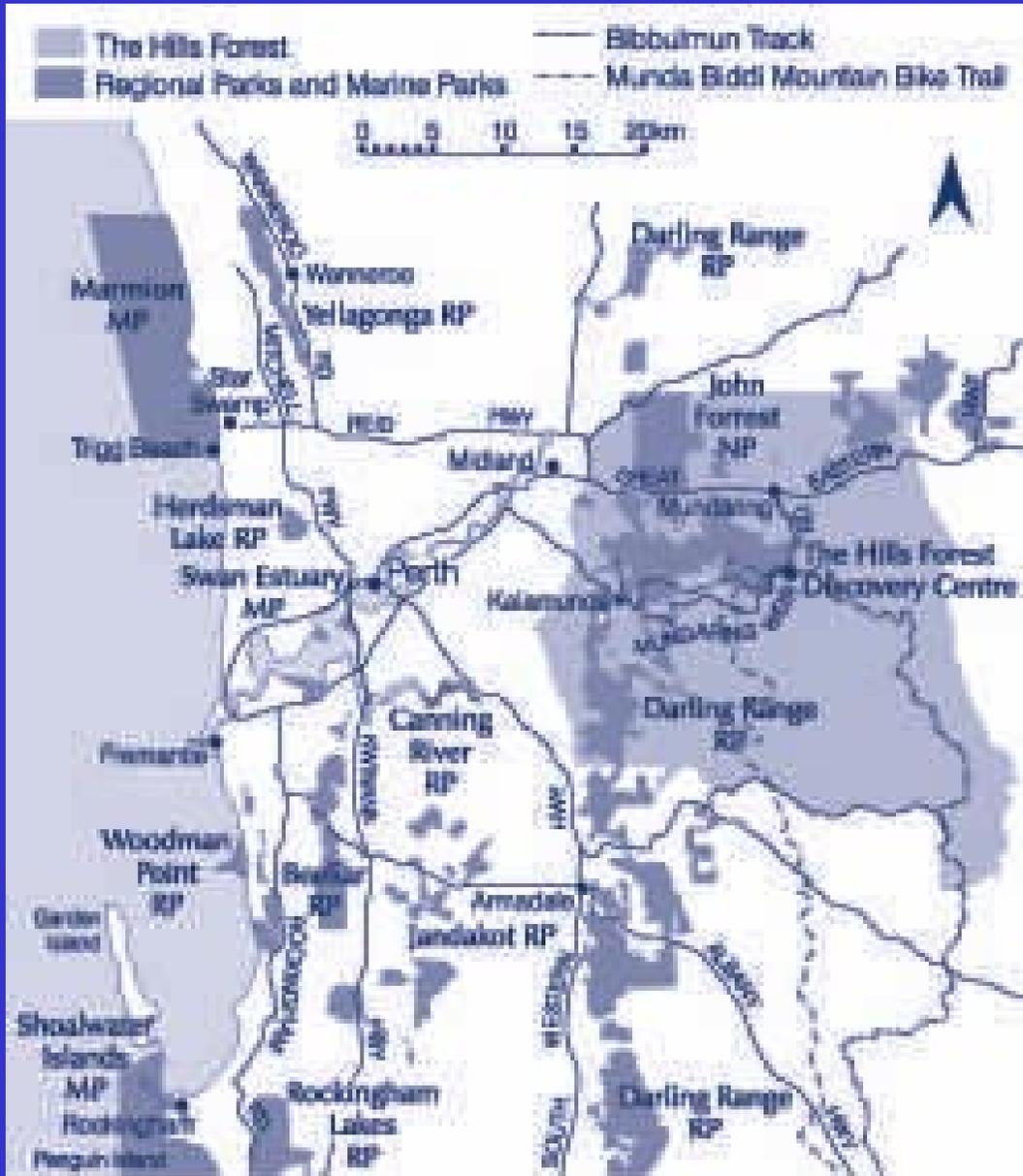
# Sales and Marketing

## KEY CLIENTS

- Partners
- University and college groups
- Community groups
- Inbound tourist groups
- Corporations
- Active adults
- Youth and schools
- Families

# Staff Structure (wishform)





# Logistics and Resources

# Money money money



# 2004-2005

- + On \$\$ target
- - Staff changeover
- +/- Expansion

# 2005-2007

- 3 year plan
- Designated performance outcomes
- Staff roles assigned
- Step-by-step guide...
- General direction ...