



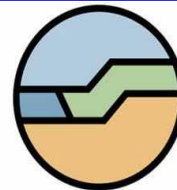
Nearer to Nature



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

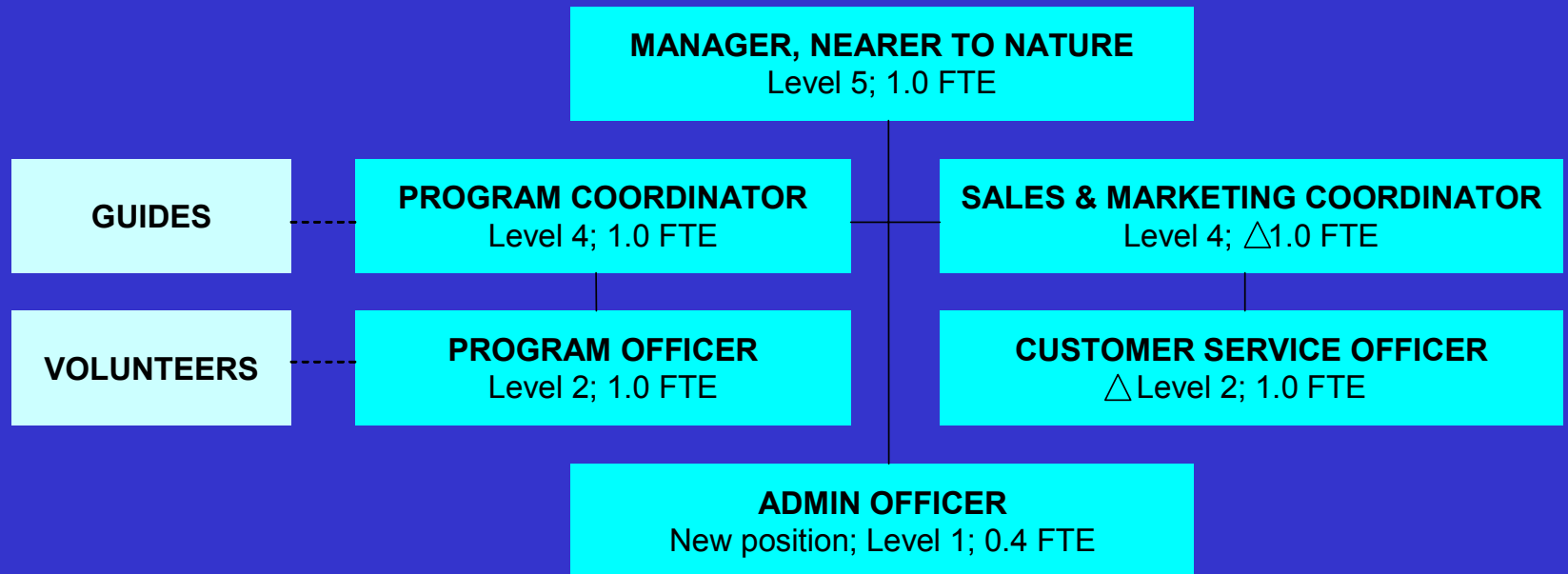
Nearer to Nature is **responsive** to the needs of key stakeholders; **consistently** providing a **diverse** range of high-**quality** guided nature based interpretive experiences to encourage use, **appreciation** and conservation of Western Australia's natural heritage.

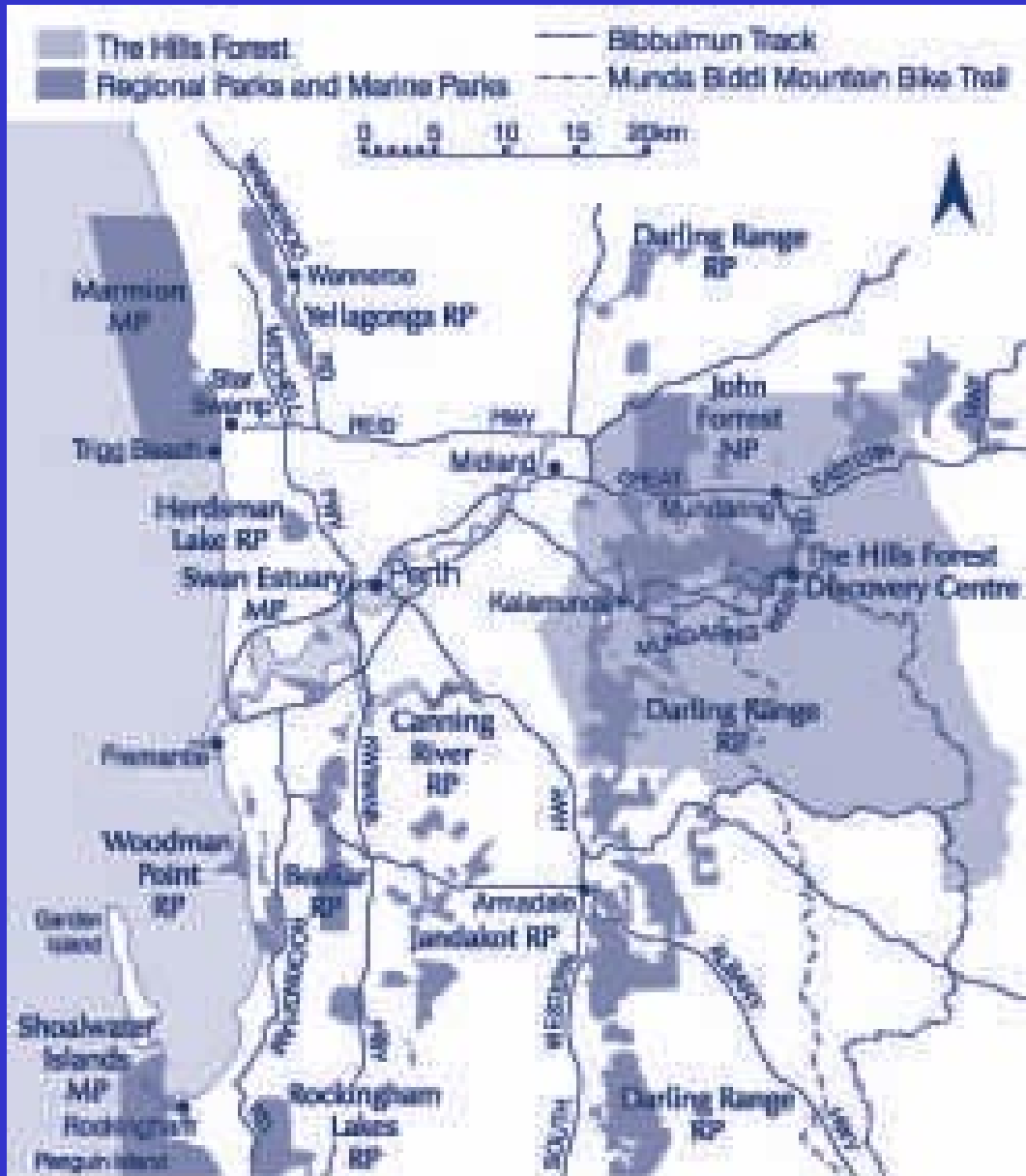
Sales and Marketing

KEY CLIENTS

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

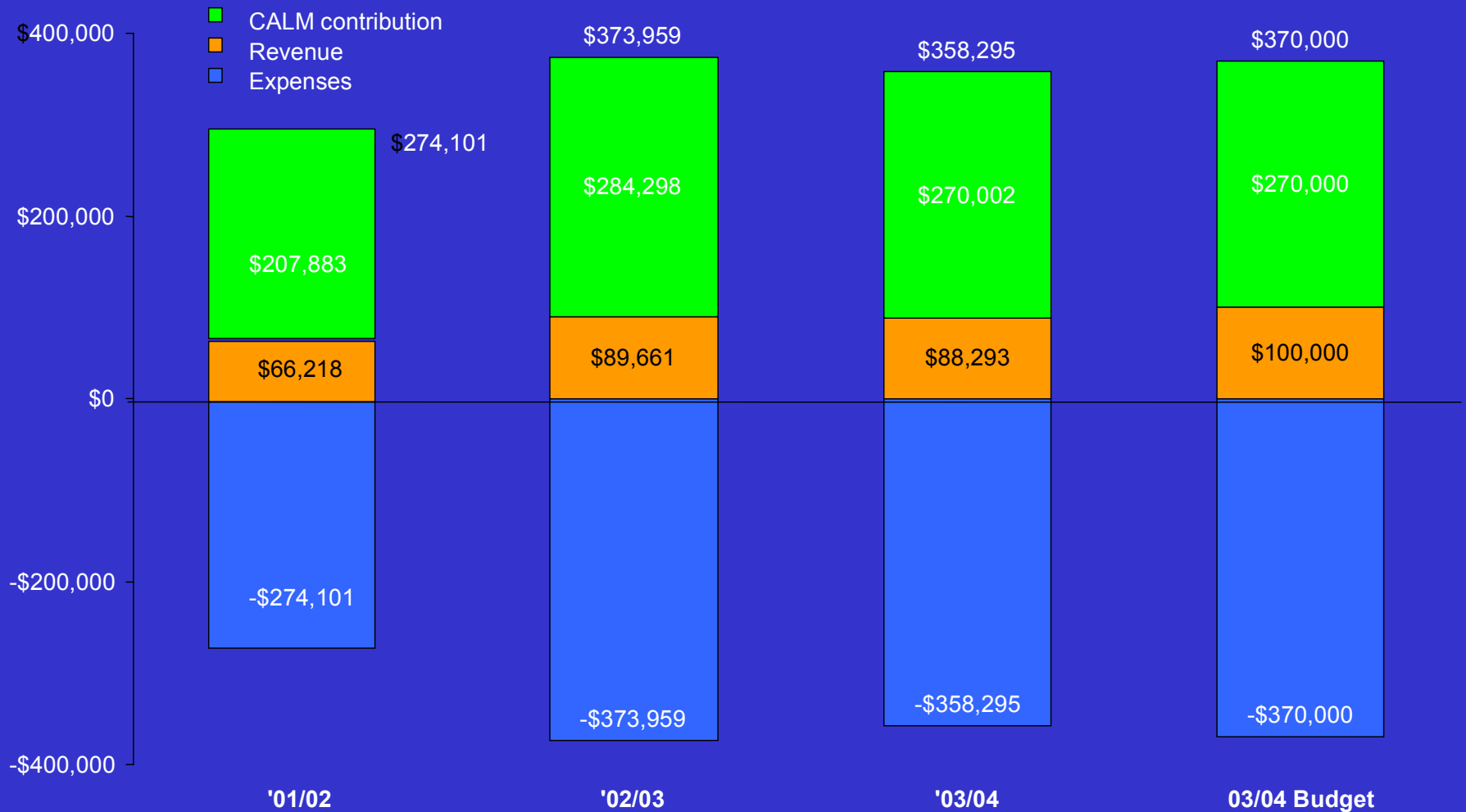
Staff Structure (wishform)





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 ...