

Connecting *People* to *Parks*



Message from our Chair

I am delighted to introduce the first annual report of the WA Parks Foundation. Since early 2015 many enthusiastic people, including representatives from the Department of Parks and Wildlife¹ have worked with me to establish the WA Parks Foundation to support our national parks and conservation areas. After many volunteer hours, the Foundation was launched in October 2016, with our first employees commencing in the first quarter of 2017, and I thank Wesfarmers for their support which enabled this to happen.

WA Parks Foundation's vision is for Western Australia's Parks² to be increasingly loved and visited, and the plants, animals, landscapes and cultural values they embody to be protected and a source of pride for all Western Australians.

The Foundation is established as a not for profit charitable non-government organisation and will work in collaboration with others including the Parks and Wildlife Service, other government and non-government organisations, the corporate sector and the community to achieve this important vision. The Foundation believes that all of us have stewardship of our Parks, and the need to conserve and connect with these wonderful areas, as well as the desire to preserve them for future generations. By contributing time and resources through the Foundation much more can be achieved for our Parks.

Support from the community is needed, with Western Australia's conservation estate totalling over 29 million hectares, which is larger than the total area of the state of Victoria. This spectacular network of national parks and conversation reserves includes areas of the South West of our State, which is one of the world's top 35 biodiversity hotspots.

Global biodiversity "hotspots" are the richest and most threatened reservoirs of plant and animal life on Earth. This means that we have outstanding diversity of species in a global context, but the bad thing is that it is under threat, making conservation efforts even more important. We believe that by working in collaboration much more can be achieved and we will together deliver programs that celebrate, promote, protect and enrich our WA Parks so everyone can enjoy them.



Our early efforts are focusing on peri-urban parks and the Pilbara, enhancing the visitor experience through improved information, facilities and conservation activities.

I'd like to express my appreciation to all those who have contributed to making the WA Parks Foundation a reality, to the Board and the committees as well as to our hard-working staff, and encourage you to continue supporting the Foundation. Your support is needed to continue to protect and conserve our WA Parks to enable them to be enjoyed into the future, protecting our natural environment and associated eco-systems, and benefiting our physical and mental health.

Kerry & Sanckson

Her Excellency the Honourable Kerry Sanderson AC Governor of Western Australia and Chair, WA Parks Foundation

¹ Became the Department of Biodiversity, Conservation and Attractions 1 July 2017.

^{2 &}quot;Parks" is used broadly to mean all categories of land and marine areas set aside, reserved or identified in or under Western Australian legislation for the purpose of conservation of the natural environment and other purposes consistent with that legislation.

Contents

1.	The year in review		
		Protecting our parks	6
		Priority project – John Forrest National Park	6
		About John Forrest National Park	6
		Bringing parks to our doorstep – Swan Cannin Riverpark River Journeys Project	_
	1.2	Connecting people to parks	8
		1.2.1 Communications	8
		1.2.2 Improving access to parks information	9
	1.3	Doing more through partnering and collaboration	10
		1.3.1 Our partners	10
		1.3.2 Dedicated to parks	10
		1.3.3 Our members	10
2.	Cor	porate governance	12
	2.1	Our Board of Directors	12
	2.2	Strategic Priorities panel	13
	2.3	Public Fund Committee	13
	2.4	Fundraising Committee	13
	2.5	Management Team	13
	2.6	Building a sustainable organisation	14

3.	Our supporters		
	3.1	Donors	16
	3.2	Members	16
	3.3	Ambassadors	16
	3.4	Volunteers	17
	3.5	Pro Bono Support	17
		Financial Services and Advice	17
		Audit Services	17
		Legal Advice initially with the Constitution	17
		Facilitation Services	17
		Communications and Marketing Advice and Services	17
4.	Loo	king to the future	. 18
5.	How you can help		
	Весо	ome a member	19
	Весо	ome a community or corporate partner	19
	Make a donation		
	Volu	inteer your time/services	19

"Let's celebrate, promote, protect and enrich our Parks."



Vision

Our Parks are increasingly loved and visited and the plants, animals, landscapes and cultural values they embody are protected and a source of pride for all Western Australians.

Mission

To help celebrate, promote, protect and enrich our Parks for their natural values and their contribution to conservation, to people's health and wellbeing and to eco-tourism. We do this by connecting people to Parks, sourcing community and corporate support for Parks, and enhancing the work of aligned community groups.

Goals

- Help, protect and enrich WA's Parks and their conservation values.
- Develop people's love of, pride in and connection to Parks.
- Build and support a network of partners, drive community and corporate engagement with Parks and promote philanthropy.



1. The year in *review*

The WA Parks Foundation was registered as a not for profit organisation on 12 October 2016 and was publicly launched at an event at Government House on 19 October 2016. Our emphasis since launch has been to build a sustainable organisation, focusing on the development of partnerships, projects and an appropriate governance framework to meet the Foundation's strategic objectives.

The Foundation's Strategic Plan has three focus areas:

- Protecting our Parks
- Connecting people to Parks
- Doing more through partnering with others and collaboration

1.1 Protecting our parks

Since its launch, the Foundation has focused on Parks in and around Perth, where the greatest numbers of park visits are made and Parks are therefore under the greatest pressure, and the Pilbara, where improvement opportunities have been identified. However, as the Foundation grows, all areas of the State will benefit.

Perth is ringed by Parks, destinations for hiking, walking, rock climbing, bird watching, canoeing, swimming, trail bike riding, boating, school visits, photography, whale watching, orienteering and just spreading a picnic rug.

Priority project - John Forrest National Park

The Foundation has selected John Forrest National Park as a priority project. The Department of Parks and Wildlife (Parks and Wildlife)³ is currently developing a Master Recreational Plan for the Park. Scheduled for the completion in the last quarter of 2017, the plan is the first stage of this exciting renewal project and will describe a future vision for John Forrest National Park.

The Foundation will use the experiences of John Forrest National Park renewal as a template for the approach to other peri-urban parks.

The relationship and mutual support between the Foundation and Parks and Wildlife is critical to the success of the John Forrest renewal and a draft Memorandum of Understanding (MOU) with the Department has been developed. The MOU is planned to be finalised post 1 July 2017 with the Department of Biodiversity, Conservation and Attractions (DBCA).



- Established as an A Class Reserve in 1898
- second oldest national park in Australia
- heritage values
- (one declared rare)

- weed infestations, feral animals, fire, drought and dieback.



³ Became part of the Department of Biodiversity, Conservation and Attractions (DBCA) on 1 July 2017.



Bringing parks to our doorstep – Swan Canning **Riverpark River Journeys Project**

With all the demands on people's time, some in the community have forgotten what's on their doorstep and the Swan Canning Riverpark Journeys Project brings an opportunity for them to reconnect with our landscape.

The project connects identified nodes and themes along the Swan and Canning Riverpark, capturing environmental, aboriginal and historic elements of the Swan and Canning river landscape to communicate and educate visitors on the environment, indigenous and recent heritage.

To date Parks and Wildlife has completed four interpretation nodes along the Riverpark, with an additional three nodes under development in 2017/18. Twenty-five nodes in total have been identified and the Foundation is encouraging corporate partnerships to sponsor the development of specific nodes.

Once completed the Swan Canning Riverpark Journeys will be a defining trail and destination activity for Perth and provide an opportunity for visitors and community members alike to connect with our wonderful river landscape, the natural environment and the river's rich history.

"Connect with our wonderful river landscape, the natural environment and the river's rich history."

1.2 Connecting people to parks

WA Parks Foundation wants to do more to help people enjoy and appreciate Parks, and re-connect people to Parks. Just being in nature has many benefits and we can all gain both physically and mentally from connecting with the natural environment.

1.2.1 Communications

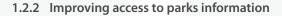
Key to connecting people to Parks is communicating park activities, promoting park attractions and providing widely accessible information on parks.

The Foundation promotes park activities through its social media and e-news channels. The "Connect with Us" campaign was launched to share the beauty of our natural places and our love for parks is available through Facebook, Twitter and Instagram (@ourwaparks). Currently there are over 600 Facebook followers, over 200 followers via Twitter and 400 through Instagram. A monthly e-news now reaches over 300 subscribers providing the latest park updates, information on park activities and stories on our unique flora and fauna.

Ourwaparks.org.au - the Foundation's website was unveiled at the launch of the WA Parks Foundation. The website has extended functionality to process online memberships and donations. There will be continuing enhancements to the website to ensure it meets the needs of members, prospective donors and visitors.

To further promote parks, the Foundation had a promotional stand at the Government House Autumn Open Day themed "Having a Voice". More than 4,000 visitors enjoyed the opportunity to visit Government House, and this was an opportunity also for them to interact with volunteers and staff from the Foundation.

Acknowledging that our communications need to reach more people and be coordinated across all communications media and marketing channels, a communications plan is under development. The plan will include further development of our social media channels as well as the development of traditional media and public relations activities, including a planned schedule of events



The challenge of connecting people to parks doesn't only depend on communicating the benefits and information on parks. Improving the quality and accessibility of information available is also a focus. A prospective project focused on delivering improved information on parks, including trails, points of interest and accessibility was given priority at the Board Strategic Planning Session.

The Foundation hosted a Project Scoping Workshop that focussed on how the use of 'smart technology' could improve accessibility of parks for the community at large. The session was attended by members of the WAPF Board and the Strategic Priorities Panel as well as key community stakeholders representing Parks and Wildlife, Trails WA and bushwalkers (WalkGPS).

Various innovative solutions in use in other parks around the world are being investigated as part of a more detailed project scoping and the Foundation will work with key community stakeholders to ensure the most effective solution is adopted. Envisaged outcomes include a downloadable mobile phone app with park information, maps showing trails and points of interest in priority parks.

"The challenge of connecting people to parks doesn't only depend on communicating the benefits and information on parks."



1.3 Doing more through partnering and collaboration

We believe that by partnering and working in collaboration much more can be achieved and that together we will deliver programs that celebrate, promote, protect and enrich our WA parks so everyone can enjoy them.

1.3.1 Our partners

Strong abiding relationships are crucial to the long-term success of the Foundation and support from Parks and Wildlife was fundamental to the initial establishment of the Foundation. This was due to a recognition that through partnering much more could be achieved for our wonderful parks by both organisations. Parks and Wildlife provided the Foundation with in-kind support including communications and marketing resources, initial temporary office accommodation and park information as well as resources to allow the development of the Foundation to proceed. The support of the Department is appreciated and the finalisation of the Memorandum of Understanding will further cement the relationship to enable the delivery of more projects in parks.

We would also like to express our deep appreciation to our inaugural corporate partner, Wesfarmers. In June 2017 Wesfarmers donated \$250,000 to the Foundation. Wesfarmers' commitment to provide a donation of \$250,000 in each of 2016/17, 2017/18 and 2018/19 was vital to the establishment of the Foundation, enabling the employment of 1.4 staff in February and March 2017. Knowing we had Wesfarmers as a Founding Partner provided the Foundation with the ability to employ staff, and was critical to the further progress of the Foundation.

Discussions are underway with several major companies in mining and oil and gas sectors with a view to securing further longer term partnership agreements which support environmental conservation and appreciation activities. Such partnerships will enable the initiation and support of projects to celebrate, promote, protect and enrich our parks, and lead to improved environmental outcomes.

1.3.2 Dedicated to parks

The Foundation recognises the significant contribution the work of individuals and groups make towards improving the enjoyment and protection of Western Australian parks.

Thirty-two Park Ambassadors have been appointed from many different walks of life, but with a common love and appreciation of our WA Parks and support for the principles of the WA Parks Foundation. The Ambassadors have participated in a strategic planning meeting to discuss how they can best encourage appreciation and stewardship of our parks and will play a variety of roles in the Foundation's future growth.

The WA Parks Foundation is also working closely with the Forum Advocating Cultural and Eco-Tourism (FACET), an organisation that encourages people to experience and enjoy our natural and cultural landscapes. The theme for this year's annual FACET conference is 'Celebrating our Parks'. The conference program provides a platform to raise awareness and appreciation of our unique and ancient landscapes.

The Foundation also has a draft Memorandum of Understanding with Conservation Volunteers Australia and will continue to seek opportunities to collaborate with other organisations including local government, associations, and other groups such as Nature Play WA, the Botanic Gardens and Parks Authority, the Bibbulmun Track Foundation and 'Friends of' groups where they exist for particular parks.

1.3.3 Our members

The Foundation is a membership based organisation and as of 30 June 2017 there were 88 members comprising of student, individual or family memberships.

It is planned to have an annual program to engage with our members and a membership recruitment campaign will be conducted once website modifications have been completed to enable an integrated Customer Relationship Management system.



2. Corporate *governance*

The Foundation's first year has seen a strong emphasis on establishing an appropriate level of corporate governance to ensure a well-managed and sustainable organisation.

The Foundation's Board was appointed in September 2016, with 1.4 FTE staff members employed in February and March 2017. Sub-committees have been formed to manage the Foundation's Public Fund and Fundraising, while an independent skills-based panel has been established to advise the Foundation on project selection. The Foundation's current management structure is outlined in Figure 1 below.



"Strong abiding relationships are crucial to the long-term success of the Foundation."

Our Board of Directors

The membership of the Board of Directors for 2016/17 is as follows:

Chair: Her Excellency the Honourable Kerry Sanderson AC, Governor of Western Australia

- Dr Tom Hatton PSM: Chair, Environmental Protection Authority
- Mr Shaun Hardcastle: Partner, Bellanhouse Legal
- Mr Griffin Longley: Chief Executive Officer, Nature Play WA
- Mr Richard Simpson: Chair, Botanic Gardens and Parks Authority
- Ms Eva Skira: Non-Executive Director RCR Tomlinson, Non-Executive Director Macmahon
- Dr Richard Walley OAM: Director of Aboriginal **Productions and Promotions**
- Mr Mike Wood: Chair, Bibbulmun Track Foundation and Peregrine Travel Centre Perth

Other attendees:

- Mr Jim Sharp: ex-officio attendee, then Director General, Department of Parks and Wildlife (Note: from 1 July 2017 Mr Mark Webb PSM, Director General now represents DBCA as the ex-officio attendee)
- Ms Kath Conway: Hon Secretary, Consultant, Learning Horizons

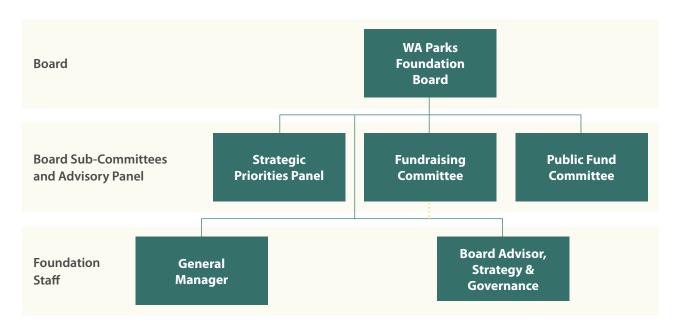


Figure 1: WA Parks Foundation Management Structure June 2017

2.2 Strategic Priorities Panel

A skills-based, independent panel, chaired by a member of the Foundation Board with the key function to advise the Board on projects which deliver on the Foundation's goals. The members are:

- Dr Tom Hatton PSM (Chair)
- Professor Lyn Beazley AO FTSE FACE CIE (Aust)
- Professor Stephen Hopper AC FLS FTSE
- Professor Ross Dowling OAM
- Ms Ainslie de Vos
- Mr Chris Pye AM

2.3 Public Fund Committee

A Public Fund Committee is a mandated requirement of the *Department of Environment Guidelines & Income Tax Assessment Act 1997* for Public Fund management and part of the requirements for maintaining Deductible Gift Recipient standing. The Committee comprises a minimum of three members who meet criteria of 'responsible persons'. It is chaired by a member of the Foundation's Board and is charged with the management and administration of the Public Fund in accordance with the Foundation's objects. Membership during the year comprised:

- Ms Eva Skira (Chair and Hon Treasurer)
- Mr Ian Williams AO
- Ms Pat Barblett AM

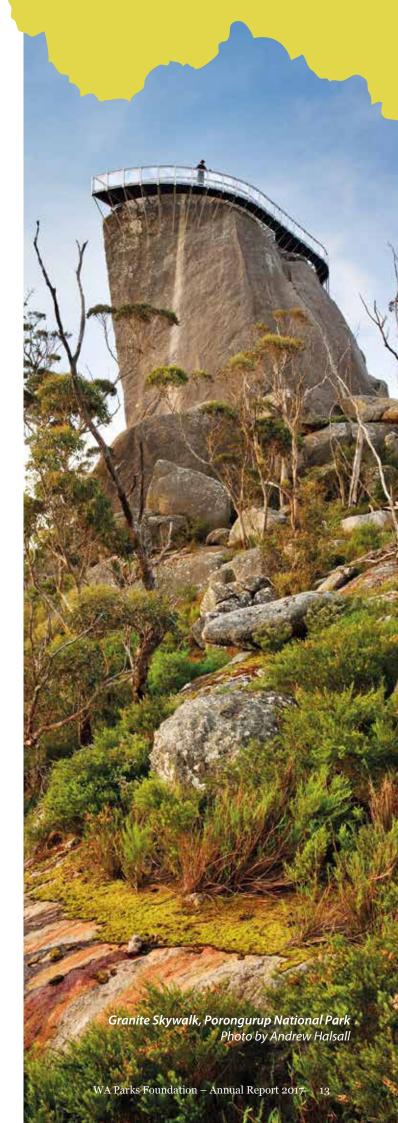
2.4 Fundraising Committee

Initiated in June 2017, the Fundraising Committee will seek corporate and public engagement with the parks and promote philanthropy. Membership for 2016/17 is:

- Mr John Langoulant AO (Chair)
- Hon Kerry Sanderson AC
- Mr Richard Simpson
- Mr Shaun Hardcastle

2.5 Management Team

- Ms Melanie Wilshin, General Manager
- Ms Robin Piesse, Board Adviser Strategy and Governance



2.6 Building a sustainable organisation

The formation of a not for profit organisation requires considerable contribution from volunteers to establish the governance and administrative structures. The Foundation wishes to thank those who gave their time and expertise to assist with the establishment of the Foundation. Table 1 lists the pro-bono support received for governance and administrative purposes and the measures achieved in 2016/17.

Actions completed	Description
Constitution agreed 29 September 2016)	Advice received from Mr Shaun Hardcastle, Bellanhouse Lawyers supported by Ms Maddison Cramer from Bellanhouse Lawyers and Ms Anna O'Brien, Grant Thornton
Appointment of WAPF Board September 2016)	Monthly meetings initiated
Registration with ASIC 12 October 2016)	The company is a public company limited by guarantee and is registered under the <i>Corporations Act 2001</i> .
Registration as a charity by ACNC 25 October 2016)	ABN 96 615 298 952
Achieved Deductible Gift Recipient status 10 April 2017)	Register of Environmental Organisations. Donations of \$2 or more made to the public fund are eligible for a tax deduction under the <i>Income Tax Assessment Act 1997</i> .
Appointment of Honorary auditors	PwC
Pro-bono adviser on taxation and GST appointed	Ms Martina Crowley, Deloitte
Registration for GST	Activated via Deloitte Partnership
nsurances effected	Public and Product Liability, Association Liability Insurance Workers Compensation
Bank Accounts established	Transaction and term deposit accounts established with BankWest
Office premises established 7 March 2017)	Temporary offices provided by the then Department for Parks and Wildlife, Kensington. WAPF will relocate to permanent office premises at Cygnet Hall, 1 Hackett Drive, Crawley WA 6009 from 1 August 2017.
Foundation name established	Pro-bono advice received from John Driscoll
Web-site and social media channels	www.ourwaparks.org.au @ourwaparks

Table 1: Actions Achieved in 2016/17



3. Our *supporters*

The Foundation would like to acknowledge the generous support received from our corporate partners, donors, members, ambassadors and our dedicated volunteers. Our deep appreciation is extended to Wesfarmers, our Founding Partner, whose vision and philanthropic support through a three-year donation agreement has, in the first year, enabled the Foundation to develop a strong platform that will underpin and support the Foundation's growth in the future.

3.1 Donors

Founding Partner of the WA Parks Foundation



Our appreciation and thanks go to our Donors during 2016/17:

Mr Jock Clough Mr Julian Burt Mr Ian Williams AO

3.2 Members

At 30 June 2017, the Foundation had 88 members, comprising of one student, 60 individual and 27 family memberships.

"Just being in nature has many benefits and we can all gain both physically and mentally from connecting with the natural environment."

3.3 Ambassadors

A special thanks to our Park Ambassadors for their support and love of WA parks.

Ms Pat Barblett AM

Professor Lyn Beazley AO

Ms June Butcher AM

Hon Fred Chaney AO

Professor Ross Dowling OAM

Ms Kim Eckert

Mr David Flanagan

Ms Sophia Forrest

Mr Nat Fyfe

Mr Shaun Hardcastle

Dr Tom Hatton PSM

Ms Janet Holmes à Court AC

Professor Stephen Hopper AC

Mr Ezra Jacobs-Smith

Ms Victoria Laurie

Mayor & Mrs Peter & Vicki Long

Mr Griffin Longley

Mr Eric McCrum OAM

Mr Richard McLellan

Mr Brendon Moore

Mr Gary Muir

Ms Jane O'Malley

Ms Robin Piesse

Mayor Tracey Roberts

Ms Verity Sebire

Mr Jim Sharp

Mr Richard Simpson

Ms Eva Skira

Dr Richard Walley OAM

Ms Melanie Wilshin

Mr Tim Winton

Mr Mike Wood

3.4 Volunteers

Our thanks to our many volunteers, who have contributed their time and expertise over the past year.

WA Parks Foundation Board:

Her Excellency the Honourable Kerry Sanderson AC, Ms Eva Skira, Mr Richard Simpson, Dr Tom Hatton PSM, Mr Griff Longley, Mr Mike Wood, Mr Shaun Hardcastle, Dr Richard Walley OAM and Ms Kathryn Conway.

Steering Committee:

Her Excellency the Honourable Kerry Sanderson AC, Dr Tom Hatton PSM, Mr Griff Longley, Ms Pat Barblett AM, Professor Ross Dowling OAM, Professor Lyn Beazley AO, Mr Jim Sharp, Mr Colin Ingram, Ms Lauren Emmerson, Mr Simon Holthouse, Ms Kellie Parker, Ms Shirley McPherson, Mr Glen Kelly, Ms Claire Savage, Mr Tristan Duke and Ms Carol Buckley.

WA Parks Foundation Board Sub-Committees:

Her Excellency the Honourable Kerry Sanderson AC, Ms Eva Skira, Mr Richard Simpson, Mr Shaun Hardcastle, Ms Pat Barblett AM, Mr Ian Williams AO, Mr John Langoulant AO, Professor Ross Dowling OAM, Ms Ainslie de Vos, Professor Lyn Beazley AO, Mr Chris Pye AM, Professor Steve Hopper AC and Mr Colin Ingram.

3.5 Pro Bono Support

Financial Services and Advice

Delloite: Ms Martina Crowley, Ms Angela Reid and Ms Samantha Hogan Mr Alan Abrahams Ms Tanvi Haria

Audit Services

PwC: Mr Justin Carroll, Ms Rebecca Leed

Legal Advice initially with the Constitution

Bellanhouse Lawyers: Mr Shaun Hardcastle, Ms Maddison Cramer

Grant Thornton: Ms Anna O'Brien

Bibbulmun Track Foundation: Mr Patrick Tremlett

Facilitation Services

Ms Helen Hardcastle, Learning Horizons Mr Darren Mottolini, Cooperative Research Centre of Spatial Information (CRCSI)

Communications and Marketing Advice and Services

Mr John Driscoll, then with Marketforce
Ms Lori-Ann Shibish, Sustainable Tourism Solutions



4. Looking to the future

Western Australia's network of national parks includes three designated World Heritage Areas and Australia's only internationally-recognised global biodiversity hotspot (WA's South West). All of our Parks are known and loved for their spectacular scenery, diverse plant and animal life and the unique experience they offer.

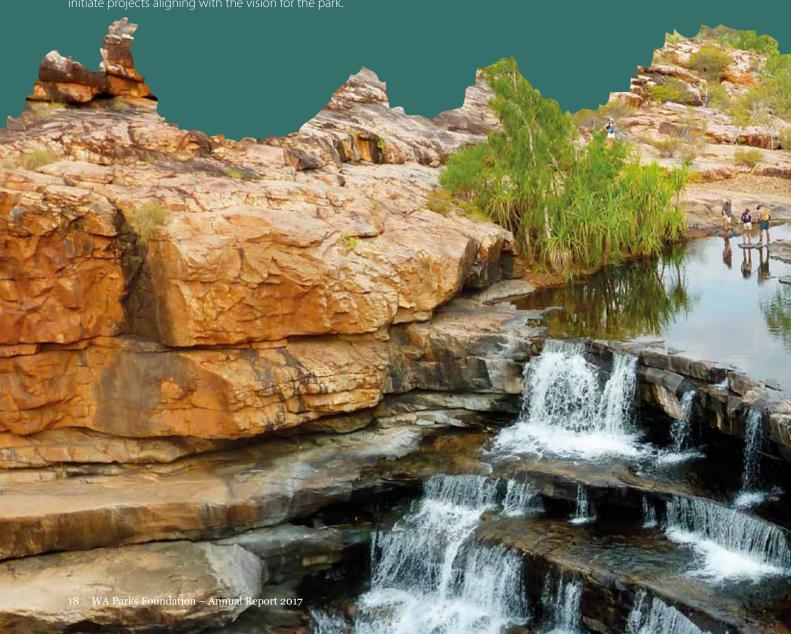
Through protecting the natural environment preserved within Parks and enhancing or improving park facilities and the dissemination of interpretive information as to what makes the park unique, the Foundation will continue to work towards connecting people to this wonderful natural landscape.

Working with our partners, the coming year will see the initiation of Foundation projects with a focus on our core objectives. The renewal of John Forrest National Park is a priority project and we will be engaging with others to initiate projects aligning with the vision for the park.

There will also be a focus on providing improved information on Parks by harnessing today's smart technology. Apps with maps and points of interest information, citizen science initiatives and access to park fauna and flora information will all play a part.

We will promote the benefits, both mental and physical, of being in the natural environment and will engage with the community to encourage building that connection with our Parks.

A particular emphasis will be engaging with our partners. None of the Foundation's initiatives will succeed without the support of the corporate and wider community and the collective input of existing groups and people working towards the same goals. We would like to thank our current and prospective partners and express our deep appreciation for their interest and support



5. How you can help



There is always more to be done to celebrate, promote, protect and enrich our Parks. Together we can make a real difference to help everyone enjoy our Parks now and make sure future generations can do the same.

Become a member

WA Parks Foundation members are individuals and groups who take pride in Western Australia's natural areas, enjoy spending time in nature and understand how important our Parks are to biodiversity and communities.

Become a community or corporate partner

Partners are invited to contribute through sponsorship in-kind support and corporate volunteering.

Make a donation

Donations directly contribute to promoting the benefits of spending time in parks, to raise money for projects and programs that wouldn't otherwise be possible, to recruit volunteers and to facilitate collaborations.

www.ourwaparks.org.au/donations/

Volunteer your time/services

With more than 29 million hectares of parks across Western Australia, every little bit of help makes a difference. If you love parks and think your skills are something that could help protect, conserve or make park experiences better please let us know!

www.ourwaparks.org.au/get-involved/ Bell Gorge, King Leopold Ranges Conservation Park Photo by Colin Ingram WA Parks Foundation – Annual Report 2017

Contact us

Email: Info@ourwaparks.org.au

Website: www.ourwaparks.org.au

We are social:



Postal Address:

WA Parks Foundation c/o Bellanhouse Lawyers PO Box 7044 Cloisters Square Post Office WA 6850

ABN: 96 615 298 952