

## MESSAGE FROM OUR CHAIR



In these extraordinary times our parks are more precious and popular than ever with Western Australians travelling throughout our great State, appreciating the diversity and richness our iconic landscapes have to offer.

The role of the WA Parks Foundation in supporting our parks and helping people stay connected to nature has never been more

important. Promoting the health benefits of spending time in nature has been an integral part of our activities over the past year.

It was wonderful to see the success of our inaugural Spring into Parks campaign held in September 2019. It featured a diverse calendar of events, 228 activities spread over 93 parks and 27 attractions, which encouraged the community to connect with, and learn about, our precious natural environment. I attended the opening at the Tree Top Walk in the Walpole-Nornalup National Park and it was fantastic to see the support of the regional community and park staff.

In June this year, a popular campaign in response to the mental and physical wellbeing challenges created by the COVID-19 pandemic focused on the benefits of spending time in nature and becoming more mindful in our daily lives. Both campaigns were generously supported by our Park Ambassadors and I would like to record my thanks to Chevron Australia for its strong support of Spring into Parks and the Foundation.

Despite the challenging environment, the Foundation's projects have continued to progress, though more slowly than originally anticipated. New Smart Park Maps sponsored by BHP, have been launched for the Kalbarri National Park, their release timed with the opening of the new Kalbarri Skywalk, and construction is underway for an interpretative node at Matilda Bay as part of the Swan Canning Riverpark Journey's project. I am looking forward to the completion of the node construction, which is sponsored by Woodside Energy.

Our focus on John Forrest National Park as Perth's premier national park has continued. The park is looking revitalised with new landscaping by the Department of Biodiversity, Conservation and Attractions (DBCA) and new signage, barbeque and nature playground sponsored by Chevron Australia as part of the company's support for Spring into Parks. Our continuing focus is to foster the development of a Park Visitor and Interpretive Centre providing improved facilities and engagement within the park.

Regrettably, in response to market conditions and the business outlook brought about by COVID-19, both Chevron Australia and Woodside Energy have advised they may be unable to provide sponsorship beyond the current sponsorship term. Both are Founding Partners of the Foundation and I am deeply appreciative of their early support.

I also recognise and greatly value the ongoing support of our other Founding Partners, Wesfarmers and Fortescue Metals Group. Both have continued to be particularly important partners in helping the Foundation to deliver. And I would like to thank our other supporters BHP, Coogee Chemicals, Khaki Investments and the Wright-Burt Foundation for their welcome support.

I would also like to express my gratitude to our Board and staff, with a warm welcome to Dale Tilbrook and Ainslie de Vos, our new Board members. We have a great Board and staff and I appreciate the readiness with which everyone continued to contribute to progressing our projects and programs.

My sincere appreciation also to our Committee members, Park Ambassadors and our members, donors, supporters and volunteers who have all contributed to the Foundation this year.

A special thank you to the Hon. Kim Beazley AC, Governor of Western Australia, who in his role as Patron of the Foundation has been very supportive.

The conservation and appreciation of our natural environment is vitally important to our physical and mental wellbeing. The extraordinary economic conditions mean the Foundation will be seeking new funding sources and will require your continued support, both financial and through influencing the community, to connect people to our parks and to conserve our parks now and for future generations.

Keep safe and well. With best wishes

Kerry & Sanckoon

Hon. Kerry Sanderson AC CVO Chair, WA Parks Foundation



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Cover image: Z Bend River Trail. Courtesy of Tourism Western Australia

Leighton Beach, Fremantle. Courtesy of Tourism Western Australia

## We want everyone to feel connected to nature and 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 thus contributing to peoples' health, wellbeing and to ecotourism.

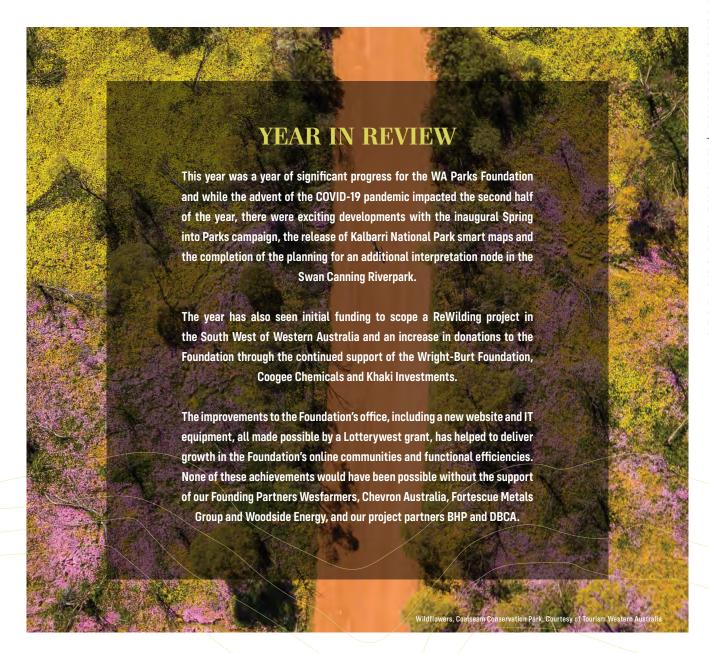
#### **MISSION**

To connect people to our parks and nature and through collaboration, deliver projects that celebrate, protect, increase understanding and enrich our parks to increase peoples' sense of connection.

#### **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.





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#### HIGHLIGHTS

#### Let's Spring into Parks

Spending time in nature is vital for the health of the community and is an effective and evidence-based public health intervention tool.

The highlight of the year, was the launch of the inaugural Spring into Parks campaign that ran from September 1 to October 19, 2019. A Foundation initiative, the campaign provided a platform to promote and sponsor a diverse range of park-based activities, engaging broadly with the community and organisations across sectors.

Made possible by the Foundation's partnership with Chevron Australia, the highly successful campaign featured 228 events and activities, across 93 park locations and 27 attractions.

More than 500 people attended the Spring into Parks opening event at the Tree Top Walk in the Walpole-Nornalup National Park.
The Spring into Parks calendar of events was supported by a comprehensive social media and radio campaign, which grew the Foundation's online community and level of engagement.

Built on the success of September 2019 campaign, a remarkably popular initiative, the Spring into Parks 30 Day reBoot was held in June 2020.

Responding to community needs and concerns due to the COVID-19 restrictions, the campaign focused on getting out into nature and the health benefits of connecting with our natural environment.

EVENTS & ACTIVITIES			
<b>∳</b>	228	<i>-</i> <sup>20</sup> <b>1</b>	
PARK LOCATIONS			
	93 *		
ATTRACTIONS			
	ATTRACTIONS		
720	attractions 27	4	
Pine	27 PARTNERS	4	







John Forrest National Park reported visitation of 150,756 through the main entry gate in 2019/20, up from 133,545 in 2018/19.

The campaign combined on-line information resources with community-based, nature-related activities and targeted engagement with youth, families and professionals.

Partnerships with a range of organisations, including Parks and Wildlife Services, Youth Focus, Educated by Nature, The Hike Collective and the Wirrpanda Foundation increased the campaign's reach and built community engagement.

The campaign resulted in wide-ranging participation and contributed to substantial growth in social media followers, with 669,000 impressions across social media channels and 21,600 page views on the Foundation's website as well as an almost 60% increase in subscriptions to the newsletter.

While it is not possible to directly measure, anecdotal information indicates that usage of hiking trails in parks reached record levels, with the 30 Day reBoot having complementary messages to the Tourism WA campaign and to messages from the Government.

#### **Upgrading a Natural Jewel**

An independent review of the viability of redevelopment opportunities for John Forrest National Park has been completed with a business case prepared for park improvements, sponsored by Fortescue Metals Group.

While the entirety of this wonderful natural asset on Perth's doorstep is the main attraction, a business case has been prepared to support the vision of an architecturally designed Park Centre. It is envisaged the centre will have café, interpretation, education and administrative spaces as well as adaptable, multi-purpose hire areas for meetings, seminars and other activities. Further funding is to be sought for this centre.

Through the Foundation's partnership with Chevron Australia, park upgrades have included the installation of a universal access barbecue, an imaginative and very popular nature playground, the first of its kind in a national park, and new interpretive signs showcasing the history of the Swan View Railway Tunnel.

Upgrading works already completed by Parks and Wildlife or in progress at the John Forrest National Park have included the completion of pedestrian bridges, redevelopment of the heritage garden beds and picnic areas and entry road improvements including the addition of a slip lane to create safer entry to the park from Great Eastern Highway.





#### Let's walk the Skywalk

The Smart Park Maps program has taken another step forward with the launch of three maps to help maximise the experience of a visit to Kalbarri National Park.

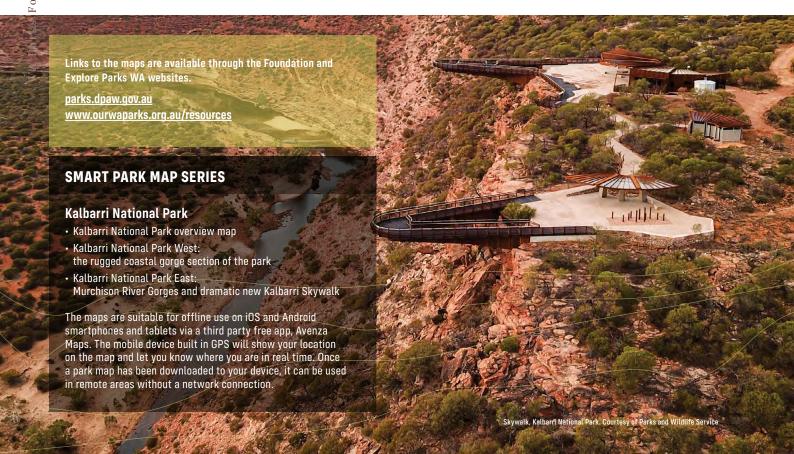
Home to the recently opened Kalbarri Skywalk, this spectacular national park 485 km north of Perth is the most recent location to be made available on the Avenza app. This follows the piloting of the program with four maps developed for the ruggedly beautiful Karijini

National Park in the Pilbara region, with the pilot supported by funding from Coogee Chemicals.

The free maps, which are suitable for use on smart phones or tablets are part of the new Smart Park Map series which has been made possible by BHP and include information on camping and picnic areas, lookouts, parking, swimming, toilets, walk trails and their classifications, wheelchair access, Wi-Fi, roads, tracks and safety information.

Maps for Cape Range, Francois Peron, Stirling Range and Cape Le Grand National Parks, are underway and are planned to be released towards the end of 2020.

The Smart Park Map project was initiated by the Foundation in partnership with the Parks and Wildlife Service to improve the community's ability to access information about our parks and will initially include maps for fifteen priority national parks.



## Swan Canning Riverpark River Journeys

A new interpretation node is being developed at Matilda Bay as part of the Swan Canning River Journeys Project.

The project aims to deliver a network of riverpark trails, with 25 interpretation nodes at key sites. The nodes or 'pause points' provide an opportunity to reconnect with and learn about the Aboriginal culture, environmental and historical aspects of the river landscape.

The design and planning for the Matilda Bay node is complete, and construction is underway with completion in the second half of 2020. The node has been made possible through our partnership with Founding Partner Woodside, and project management by Parks and Wildlife.

The Foundation thanks Woodside for its contribution which formed part of their ongoing commitment to providing opportunities and benefits to the communities within which the company operates.



#### **Connecting with community**

The Foundation is continuing to reach out to the community by working with partner organisations to cross-promote projects, events and key messaging. Throughout the inaugural Spring into Parks event the Foundation collaborated with over 100 partner organisations, while the June 30 Day reBoot campaign centred on key partnerships with organisations committed to our wellbeing and the natural environment.

A new and improved newsletter design was launched in August 2019 and with Ainslie de Vos providing skilled communication volunteer services, the audience has significantly grown responding to rich, diverse and interesting content. Over the past 12 months, subscriptions to the newsletter have increased by 72%.

Increased campaign and project activity has seen the Foundation's social media followers grow 55% on Facebook (2,943 followers), 99.8% on Instagram (2,315 followers), and 17% on Twitter (588 followers).

This year, the Foundation's content is being produced to reflect the "new world" in which we find ourselves living. From March, the communication has focused on lifting community spirits and providing a positive and informative platform. The core focus across all campaigns is to promote the importance of connecting with nature for mental health and wellbeing.

As we return from the limitations imposed by COVID-19 and continue recovering as a community, communication will be centred on celebration and connection to the natural world. It is the time to shine a spotlight on parks and encourage a sense of normality through nature.

#### **Conserving our parks**

The Foundation had the pleasure of partnering with Deloitte Australia on the company's annual Impact Day. Each November, Deloitte staff from around the country down their usual work tools to make a special contribution in their communities.

Parks and Wildlife experts worked with over 160 Deloitte volunteers at four park projects. The projects ranged from walk trail maintenance, weeding and mulching of a new campground in Yanchep National Park; weed control and trail maintenance in John Forrest National Park; control of cottonbush and general park beautification at Serpentine National Park; and at Penguin Island Conservation Park, weed control (over 900kg of weeds removed), boardwalk maintenance and a citizen science project. The latter required logging into Parks and Wildlife CCTV footage of Little Penguins emerging from the sea each night.



## MANAGEMENT & GOVERNANCE

Management for the first half of the financial year concentrated on progressing key projects and business development. With the emergence of the COVID-19 pandemic, additional priorities were to mitigate risk to employees and stakeholders while maintaining business continuity and managing the impacts on the Foundation's financial position. A strong emphasis on upholding corporate governance continued during this disruptive phase.

The business outlook and market conditions created by the COVID-19 pandemic as well as other economic influences have impacted the Foundation's financial position with Founding Partners Woodside Energy and Chevron Australia indicating that they may be unable to continue their sponsorship beyond the currently committed periods.

With Chevron Australia currently sponsoring the Spring into Parks program the Foundation will be seeking alternative funding to ensure the continuation of this program in 2021 and beyond.

The Foundation was assisted by accessing the Commonwealth Government pandemic payments JobKeeper and the stimulus package Cash Flow Boost once they were introduced.

All mandatory reporting requirements for the year were completed in a timely fashion and the reporting requirements of our Partners were met.

#### Patron

The Hon. Kim Beazley AC, Governor of Western Australia

#### **Our Board of Directors**

The membership of the Board of Directors for the year ending June 30, 2020.

- Chair: The Hon Kerry Sanderson AC CV0
   (Former Governor of Western Australia, Chancellor Edith Cowan University, Chair St John of God Healthcare)
- Hon Treasurer: Ms Eva Skira AM
   (Chair Macmahon Holdings Limited and Chair of Trustees
   of St John of God Healthcare Group)
- **Dr Tom Hatton** PSM (Chair, Environmental Protection Authority)
- Mr Shaun Hardcastle (Partner, HWL Ebsworth Lawyers)
- Mr Richard Simpson (Chair, Botanic Gardens and Parks Authority)
- Dr Richard Walley OAM (Director of Aboriginal Productions and Promotions)
- Mr Mike Wood AM (to 17 September 2019) (Chair, Bibbulmun Track Foundation)
- Ms Marissa Verma (to 31 July 2019) (Bindi Bindi Dreaming)
- Ms Ainslie de Vos (from 17 September 2019) (Former Manager External Affairs, Fremantle Ports)
- Ms Dale Tilbrook (from 17 September 2019), (Maalinup Aboriginal Gallery)

#### Other attendees:

- Ex-officio attendee: Mr Peter Sharp
   Executive Director, Parks and Visitor Services,
   Parks and Witdlife Service, DBCA
- Hon Secretary: Ms Kath Conway
   Centre Manager and National Operations Manager,
   Centre for Social Impact, UWA



## OUR SUPPORTERS

#### **OUR MEMBERS**

The Foundation is a membership-based organisation and at 30 June 2020 there were 67 members, comprising student, individual and family memberships.

All Foundation members are entitled to receive a 50% discount on the annual All Parks Pass from Parks and Wildlife.



#### **Park Ambassadors**

The Foundation has 43 Park Ambassadors all with a common love of our parks and support for the objectives of the Foundation. They include people with extensive and varied experience of Western Australia's national parks as well as those with relevant experience in other areas. Our Park Ambassadors, with their wide-ranging expertise and networks, have much to contribute in raising awareness of the Foundation's work.

Special thanks to Gary Muir for his wonderful support for the inaugural Spring into Parks and to the many Park Ambassadors who generously participated in the 30 Day reBoot wellness campaign by sharing their experiences during the COVID-19 lockdown.

We thank the Park Ambassadors for their contributions and time volunteered.



#### **Our Volunteers**

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

#### **WA Parks Foundation Board**

Hon. Kerry Sanderson AC CVO, Eva Skira AM, Shaun Hardcastle, Dr Tom Hatton PSM, Richard Simpson, Dale Tilbrook, Ainslie de Vos, Dr Richard Walley OAM, Mike Wood AM and Kath Conway (Company Secretary).

WA Parks Foundation Committees
Pat Barblett AM, Professor Lyn Beazley AO,
Professor Ross Dowling AM, David Flanagan
AM, Shaun Hardcastle, Dr Tom Hatton PSM,
Professor Steve Hopper AC, John Langoulant
AO, Hon. Kerry Sanderson AC CVO, Richard
Simpson, Eva Skira AM, Diane Smith-Gander
AO, Tanya Trevisan and Ian Williams AO

#### **Independent Project Chairs**

lan Williams AO, John Forrest National Park Revitalisation Project

**Steve Wade**, Swan Canning Riverpark River Journeys Project

#### **Pro Bono Support**

Of major assistance this year has been the contribution of the Foundation's Supporting Partners, Deloitte, PwC and HWL Ebsworth Lawyers. Deloitte has provided pro bono accounting services, while PwC contributes pro bono audit services and HWL Ebsworth delivers pro bono legal services. The professionalism of these services is greatly valued by the Foundation and provides confidence that high levels of corporate governance are being maintained.

#### **Financial Services**

 Deloitte: Thomas Hodgkins, Zoey Kelsey and Ewa Michalska

#### **Audit Services**

 PwC: Justin Carroll, Crystal Bartsch, Jenny Li, Shannyn Pomersbach

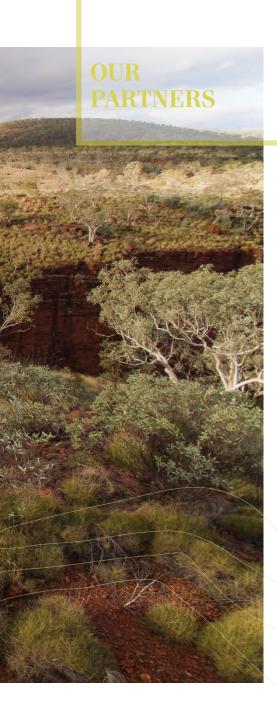
#### **Legal Services**

 HWL Ebsworth Lawyers: Shaun Hardcastle and Maddison Cramer

#### **Communications and Marketing Services**

- Ainslie de Vos
- Howard Read
- Josie Janz-Dawson
- Kyla Buckle, Student Placement, Edith Cowan University

Karijini National Park. Courtesy of Tourism Western Australia



The WA Parks Foundation greatly appreciates the support of the West Australian community and we are proud to acknowledge the generous contributions of our partners.

#### **Founding Partners**









#### **Project and Corporate Partners**





#### **Government Partners**









#### **Supporting Partners**

**Deloitte** 



## GET INVOLVED

Western Australia's parks are known and loved for their spectacular scenery, diverse plant and animal life and the unique experiences they offer. 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 friend of the Foundation

Individual, family and student memberships are available. All members receive a 50% discount on the Parks and Wildlife Annual Park Passes which offer both convenience and value for money when exploring our stunning parks and reserves.

#### Ways to partner

There are many opportunities to partner with the Foundation with a wide range of corporate and community projects requiring financial, in-kind and corporate volunteering support.

#### **Donate today**

Donations directly contribute to programs that promote the many benefits of spending time in nature and raise vital funds for park improvement projects that would not otherwise be possible.

#### Leave a bequest

By making a gift to the Foundation, you can help make a real difference to conserving our parks and creating a legacy.

#### Volunteer your time

With more than 31 million hectares of national parks and reserves across Western Australia, and more to be announced, every little bit of help makes a difference. If you love parks and you want to help conserve or improve park experiences, please let us know!

#### www.ourwaparks.org.au/get-involved



## VALUES

## WE ARE...

**COLLABORATIVE** - We understand that we can achieve more by collaborating with others. We collaborate and work together with traditional owners, land managers, cultural leaders, scientists, recreation professionals and our community. We are inclusive and make collaboration part of how we do business.

## WE ARE HERE TO ...

**CONSERVE** - Our park experiences have shaped us and hold deep meaning and value. Our wish is to gift this value to our children and future generations. We are stewards of our parks and help conserve and protect our natural environment.

## WE VALUE THE...

OUTDOORS - We value the natural treasures on our doorstep.
We love getting outdoors and encouraging others to experience and enjoy our amazing land and marine parks. Everything we do is to encourage the experience and appreciation of nature and the outdoors.

## WE SEEK...

UNDERSTANDING - Through increasing understanding we help people to gain greater appreciation of our parks and build the emotional value and sense of stewardship to conserve them. We are here to further explore and discover what our parks can teach us and through this, better understand and celebrate their true meaning and intrinsic value. Our role is to help increase understanding of the vital role nature holds for our lives and our connection to it, and our interconnection with it.

## WE FACILITATE...

WELLBEING - Positively connecting with our parks nurtures our physical, mental, spiritual, social and economic wellbeing. We understand that the health of our parks directly impacts our health and the health of our society. We are mindful that all of our choices will positively support the wellbeing of our parks and us. In our parks we find joy.

## WE ARE...

**REAL** - Nature is the real world; the more time we spend with nature the more real we become. We are real, grounded, approachable, practical and true.

Z Bend Lookout, Kalbarri National Park. Courtesy of Tourism Western Australia



ABN: 96 615 298 952

#### **CONTACT US**

info@ourwaparks.org.au www.ourwaparks.org.au

We are social: @ourwaparks







#### **Postal Address:**

WA Parks Foundation PO Box 3457 BROADWAY NEDLANDS WA 6009

#### **Street Address:**

WA Parks Foundation Cygnet Hall 17 Hackett Drive Crawley WA 6009

CONNECTING PEOPLE TO PARKS