



WA PARKS
FOUNDATION

2024 Year in Review

CONNECTING PEOPLE TO PARKS



The WA Parks Foundation
acknowledges the Traditional
Owners of our national parks,
marine parks, conservation and
nature reserves and honours
the deep connection they share
with Country.

MESSAGE FROM OUR CHAIR



Supporting conservation, increasing appreciation of our parks and helping people to connect with nature are all major aims of the WA Parks Foundation. Our precious parks continue to be more popular than ever with Western Australians as well as national and international visitors travelling throughout our State, experiencing the diversity and richness of our environment.

Community engagement is a cornerstone of the Foundation's work, including developing supportive partnerships with the government and corporate sectors, and with dedicated individuals and groups. Our programs emphasise the importance of our natural assets, including the landscapes, seascapes, flora, and fauna, and the need for us all to be stewards of our natural environment.

Highlighting the physical and mental health benefits of spending time outdoors is a focus for the Foundation and it is wonderful to see the continued success of Spring into Parks. Encouraging the community to experience, connect with and learn about the beauty and diversity of our natural environment, in 2023 the Spring into Parks program, supported by Lotterywest, featured more than 220 events and activities spread over 87 parks and attractions. Highlights included the very popular Memorable Moments in Nature photo competition which attracted over 1,500 entries and the 'Design an Ad' competition for primary and high school children, themed Ways to be Wild, which emphasised the importance of protecting our endangered species.

Progress has been made in other areas. Smartreka maps for nineteen national parks have been released since this initiative was introduced, benefitting 36,000 users, with more than 58,000 map downloads. The Nature Connection Education Series has also been successfully implemented at fourteen primary schools in the Perth and Peel regions. Readership of our newsletter, prepared by Board Director Ainslie de Vos, continues to be strong.

The Western Australian Government's 'Plan for our Parks' saw the extension of Kennedy Range and Fitzroy River national parks and the creation of seven new national parks in the Kimberley, Gascoyne, Murchison and Mid West regions. The parks have been co-designed and will be jointly managed by Traditional Owners and the Department of Biodiversity, Conservation and Attractions (DBCA). Through this important State initiative, 2.5 million hectares have now been added to Western Australia's conservation estate.

Our focus on John Forrest National Park as Perth's premier national park continues. Following the development of a business case funded jointly by the Foundation and DBCA and commitment from the Western Australian Government for park improvements, we were pleased to see that through DBCA, new trails are now open to visitors. These include the Noolbenger trail, a 16km off-road cycle trail, and the Little Eagle trail, an 8km loop trail. Realignment, maintenance, and extension works to the popular Eagle View, Wildflower and Glen Brook trails have also been completed.

In progressing our strategic initiatives, we are seeking collaborative opportunities in the delivery of projects and programs. We also need to tackle some challenges. While the Foundation has been successful in attracting funding required to deliver its programs and projects, achieving long-term sustainability through a dedicated revenue flow is not yet achieved and remains a priority.

I would like to acknowledge management consulting charity WA University Consultants and MBA students from The University of Western Australia Business School for our partnership on two key initiatives. Their expertise and recommendations have been incorporated into the Foundation's operational and strategic plans.

I would also like to extend appreciation to Platinum Partners, Fortescue and Coogee Chemicals for its philanthropic commitment to the work of the Foundation and acknowledge The Jock Clough Marine Foundation for its increased and continued philanthropic support of the WA Parks Foundation as a Bronze Partner.

in 2023 the Spring
into Parks program,
supported by
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I also thank Rio Tinto and the Australian Gas Infrastructure Group for their valuable support and Lotterywest for its support towards the activation of the Spring into Parks program.

The support received from our Founding Partners, Chevron Australia, Woodside Energy, Fortescue and Wesfarmers has been of enormous help in taking our projects forward and is greatly appreciated.

I thank our General Manager Melanie Wilshin and staff for their contribution over the year. Their input has enabled us to progress projects and programs to deliver on our strategic objectives. I thank retiring Board Director Shaun Hardcastle for his support and provision of legal services from inception and which will continue pro-bono through Hamilton Locke Lawyers.

My appreciation extends also to our other volunteer Board Directors, their support has been enormously valuable. The continued help of our Honorary Treasurer also deserves special mention. Thanks also to Committee members, to our Founding Ambassadors, Park Ambassadors and our members, donors, supporters and volunteers who have all contributed to the Foundation this year.

A special thank you to His Excellency the Honourable Chris Dawson AC APM, Governor of Western Australia, and his wife, Mrs Darrilyn Dawson, who as Joint Patrons of the Foundation, have been very supportive.

Understanding and conserving our unique natural environment is vitally important and we are committed to continue playing an active role to make a positive difference in promoting our parks and reserves and stewardship and philanthropy to conserve them.

Your continued support, both financial and through your community reach and influence, is both needed and appreciated as we work to promote enjoyment, appreciation and stewardship of our parks now and for future generations.

With best wishes



Hon. Kerry Sanderson AC CVO
Chair, WA Parks Foundation

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Cover image:

Lions Lookout, Korung National Park
Courtesy Tourism Western Australia

We want everyone to feel connected to nature and Western Australia's parks and reserves




VISION

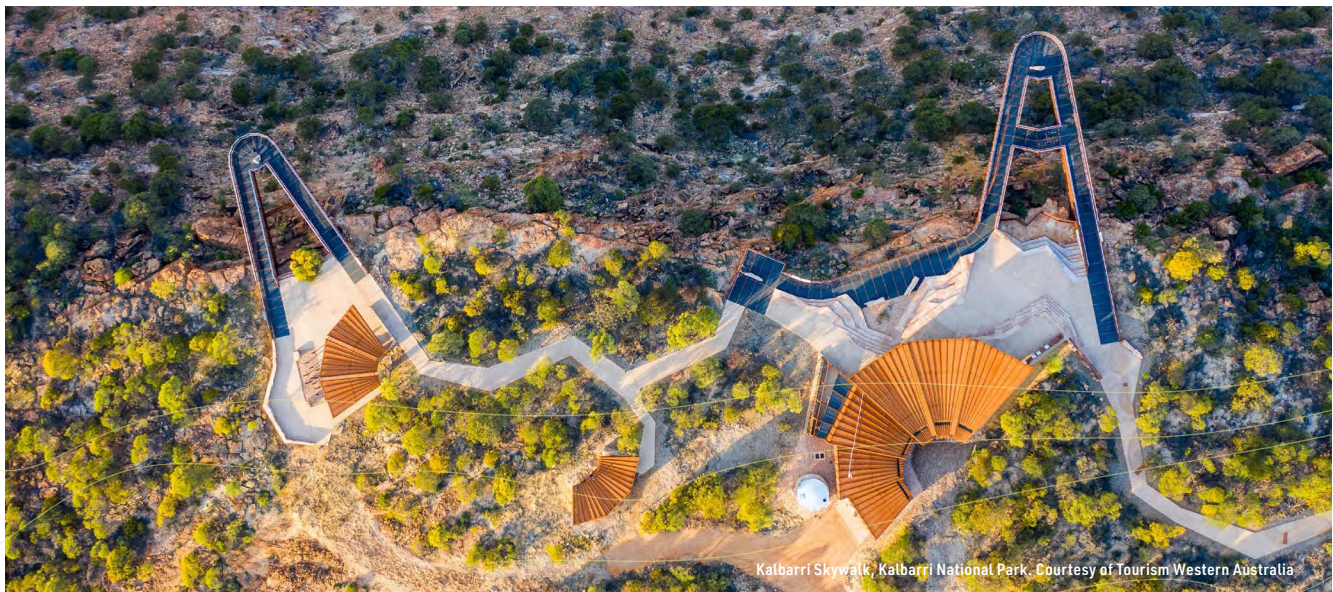
Our parks are increasingly loved and visited and the plants, animals, landscapes and cultural values they embody are protected and a source of pride for all Western Australians thus contributing to people's health, wellbeing and to ecotourism.

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 people's 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.



Kalbarri Skywalk, Kalbarri National Park. Courtesy of Tourism Western Australia

YEAR IN REVIEW

The WA Parks Foundation continues to progress towards the goals of connecting more people to parks, building pride in our State's natural assets, supporting conservation, and encouraging collaborations.

This was a year of significant progress for the WA Parks Foundation. While economic factors and rising inflation have continued to create challenges for our fundraising, there have been some excellent achievements.

The release of a further four maps in our Smartreka mapping partnership with DBCA is making it easier for people to plan tours and walks and navigate some of our most notable and popular national parks.

Increased community participation has been achieved through the Spring into Parks program, the Nature Connection Education Series for primary school children, and the interest received from the many visitors to our stand at the Government House Open Day.

Other highlights included the very popular Memorable Moments in Nature photo competition and the conservation focused 'Design an Ad' competition for primary and high school students.

We were delighted to partner with WA University Consultants and MBA students from the University

of Western Australia Business School on two key initiatives and their expertise and recommendations have been incorporated into the Foundation's strategic planning.

Creative Spaces were engaged to develop a business case for the development of an interactive app-based educational quest to encourage lifelong learning and to build community support to conserve nature and to continue to learn about our unique biodiversity.

None of these achievements and initiatives would have been possible without the early support of our Founding Partners – Wesfarmers, Chevron Australia, Fortescue and Woodside Energy and former project partner BHP.

Increased philanthropic support from The Jock Clough Marine Foundation, the continued support of Fortescue, Coogee Chemicals, Australian Gas Infrastructure Group, Rio Tinto and the Department of Biodiversity, Conservation and Attractions has strengthened the Foundation's ability to develop and introduce projects.

The Foundation focuses on promoting the physical and mental health benefits of spending time in nature and a successful grant application to Lotterywest supported the development and activation of Spring into Parks.

STRATEGIC DIRECTIONS 2025

Identified priority focus areas are:

1

Attract support and work with community and corporate organisations and government to improve conservation outcomes (flora and fauna).

2

Implement creative and innovative campaigns to improve connection to and support for our parks.

3

Collaborate to increase cultural awareness and awareness of the importance of the health of our natural environment.

4

Build a sustainable organisation.



GOALS

CONSERVE

Help protect and enrich our parks and their conservation and cultural values.

CONNECT

Develop people's love of, pride in and connection to parks.



COLLABORATE




Build and support a network of partners and drive community and corporate engagement with parks.





CAPABILITY




Build organisational capacity and sustainability.

STRATEGIC INITIATIVES

-  Work with government, community and corporate organisations to improve conservation outcomes (flora and fauna).
-  Collaborate with aligned organisations to support and grow cultural awareness.

-  Increase profile and reach for the Foundation and its objectives through a strategically defined brand that resonates and connects with our audience.
-  Build opportunities for lifelong learning and connection to our natural areas.
-  Increase community understanding, appreciation and awareness of our natural environment including through interpretation and increasing awareness of cultural heritage.

-  Review and expand relationships with current stakeholders, explore and develop new partnerships.
-  Increase corporate and community engagement through the growth and development of signature programs (Spring into Parks, Smartreka).
-  Implement creative and innovative campaigns to attract support from corporate and community organisations.
-  Build a portfolio of fundable projects with short, medium and long-term horizons.

-  Build a sustainable organisation.
-  Increase organisational capability and continue to explore and use innovative technologies.
-  Build fit-for-purpose organisational capacity through engaging appropriate internal and external resources.

HIGHLIGHTS

Spring into Parks

Spring into Parks now in its fifth year, ran from September 1 to November 30, 2023. A Foundation initiative, the campaign provided a platform to promote and sponsor a diverse range of park-related activities, engaging broadly with the community and organisations across sectors. Key messaging again focused on education, environment, wellness, youth and culture.

Made possible through a Lotterywest grant and the involvement of many community-based organisations as well as DBCA, the highly successful campaign featured more than 220 activities across 87 parks and attractions. The Spring into Parks calendar of events was supported by a comprehensive social media and digital streaming campaign which grew the Foundation's online community and level of engagement.

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

Partnerships with a range of organisations, among them DBCA's Parks and Wildlife Service, Educated by Nature, Millennium Kids, Birdlife WA, Astrotourism WA, WA Gould League and the WA Naturalists' Club, helped to increase the campaign's reach and build community engagement.

Educational blogs and Ways to be Wild videos featured topics and activities such as traditional bush tucker and bush medicine, guides to sensory meditation, building a mini hut, discovering hiking, learning about iconic WA flora, how to 'green desk' and building a backyard cubby.

In October, the Foundation took part in the Community Showcase Exhibition at the WA Museum Boola Bardip. The exhibition included a beautiful Spring into Parks quilt created by the West Australian Quilters Association and gifted to the Foundation.

The impressive craftwork is made of individual mini quilts depicting geological features, flora, fauna and was inspired by the beauty and uniqueness of Western Australia's stunning national parks and reserves.



Built on the theme "a little bit of nature every day makes you feel healthier and happier", the Consciously Connect with Nature theme was woven through the campaign. The wide-ranging participation contributed to substantial growth in social media followers, with more than 1.4million impressions and 65,000 page views on the Foundation's website, as well as an increase in subscriptions to the newsletter.

Spending time in nature is vital for the health of the community and is an effective, evidence-based public health intervention tool. While it is not possible to directly measure, anecdotal information indicates that usage of hiking trails in parks reached record levels.



Images courtesy of Educated by Nature, Awesome Arts and WA Gould League



Memorable moments in nature

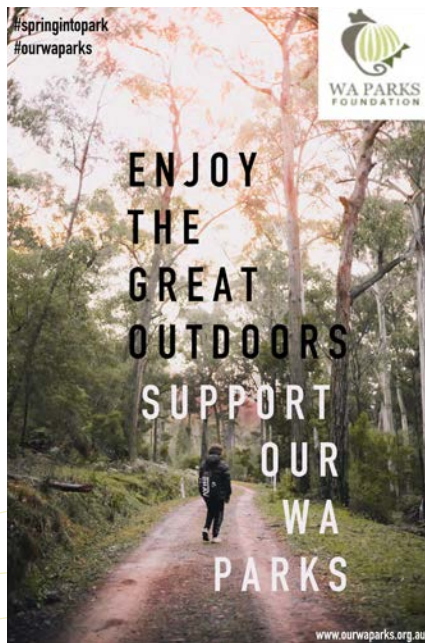
Magical moments are made when you 'wander out yonder' and we encouraged the community to capture their dream moments in nature.

The Memorable Moments in Nature photo competition, a highlight of the Spring into Parks program, attracted more than 1,500 entries. Inviting community members to share their 'Instagramable' images created opportunities for people of all ages to play a part in celebrating Western Australia's spectacular natural assets and in promoting the importance of caring for and respecting our great outdoors.

Congratulations to David Manning winner of the photo competition with a beautiful image taken at Karijini National Park, entitled "First light over Dales Gorge", and to runners up Naidu Kumapatla, Sarah Pemberton, Andrea Watts and Glenys Dixon.

Thank you to our competition supporters RAC Parks & Resorts; Capture the Light Photography; Matagarup Zip+Climb; Two Feet and a Heartbeat; Camera Electronic; Off the Beaten Track; Mindful in Nature; Hike Collective and DBCA for donating prizes.





Encouraging conservation champions

"Ways to be Wild" was the theme of the Foundation's Spring into Parks brief, as part of The West Australian newspaper's "Design an Ad" competition.

Primary and high school students were invited to design an advertisement that inspires and encourages visitation to our national parks and promotes the many ways to connect with nature, to be active outdoors and have fun, whether on land or in the water.

Thank you to the participating schools and congratulations to our winners, Madison (Carnaby Rise Primary School), Jake (Spring Hill Primary School), Sasha (Mount Lawley Senior High School) and Chelsea (St Hilda's Anglican School).

The Lotterywest sponsored Spring into Parks program encourages people of all ages to connect with, protect, value and visit WA's parks. It supports and creates opportunities to participate in a range of community-based activities during September, October, and November.

The Design an Ad annual competition is run by Seven West Media Education, in partnership with GenWest at The West Australian.

Government House Open Day

Initiatives such as the WA Parks Foundation's innovative Smartreka digital mapping program drew interest from the many visitors to our stand at the Government House Open Day in April.

Our presence at this very popular event was also an opportunity to promote the Foundation's role in connecting people with WA's national parks, building awareness and appreciation of these natural assets and helping to conserve them for present and future generations.

One of the most popular activities at our stand was Wish Upon A Seed, where visitors could decorate a biodegradable cup, plant a seed, make a wish and take their seed home to grow. Two hundred people including a number of children enjoyed this gentle, environmentally focused opportunity.

Also popular was our competition to subscribe to the WA Parks Foundation's free monthly online newsletter and be in the draw to win a \$300 accommodation voucher for Heyscape Tiny Cabins. We congratulate the winner, Sarah, and would like to thank all the entrants in this competition.



Courtesy of Educated by Nature

Children connecting with nature

Now in its third year, the Nature Connection Education program sponsored by the Australian Gas Infrastructure Group involved five primary schools in the Perth and Peel regions.

This immersive eight-week program, designed and delivered by Educated by Nature, engages primary school students and their teachers in outdoor learning experiences within their local communities.

Connection to nature is recognised as being important for the physical and mental health of people of all ages and is vital in developing communities that live with active principles of sustainability.

Among elements of environmental stewardship are understanding and feeling part of nature, noticing changes in ecosystems, developing curious minds and feeling empowered to assist in protection and regeneration of natural assets.

Research suggests that contact with nature is not just a vital aspect of human development but is also necessary for the ongoing conservation of our natural environments. Children who develop a sense of ownership and concern for the natural environment are likely to want to protect it in the longer term. (Green, et al, 2022; Harris, 2021)

Nature play takes place in natural outdoor environments such as parks, forests, bushlands, beaches and gardens. Children typically engage in activities such as climbing, building, balancing, exploring and pretending while learning about the world around them. In so doing, they interact directly with natural elements in ways that are challenging physically, cognitively, socially, and emotionally.

Sponsoring public sector schools which have limited resources created an opportunity for primary school children to experience these programs which otherwise may not be within their reach.

A series of videos captured the very positive outcomes from this program, and these can be viewed on the Foundation's website.



Top Ten Statistics

100%

of parents noticed a change in their child's attitude to school and learning.

100%

of parents would like their child to participate in projects like this again in future.

100%

of teachers said the program enhanced their ability to teach outdoors.

32%

of students knew no local plants before the project; only 4% after the program.

65%

increase in words used to describe knowledge of local birds, plants, and parks.

86%

of teachers think the project positively influenced student learning.

24%

decrease in children spending 2-3 hours a week on screens.

84%

of students enjoyed participating in Nature Connection.

20%

increase in children preferring to play outdoors, up from 39% to 59%.

13%

increase in children spending 2-3 hours a week outdoors.

"Nature is so much more important than we think. It provides a lot for us so let's provide a lot for them."

"I feel more calmer when I'm around nature. I get agitated in the classroom because everyone is around me. I feel less frustrated outside. That makes me learn better. I think we learn a lot of stuff when we are outside."

"I've learnt that I enjoy taking walks more than I thought. I take a walk through the neighbourhood with my little sister every Saturday now."

"This was the most fun thing I have ever done in my life!"

"I really enjoyed learning about the local plants and animals in my area and also learning about some bush medicine."

What did the kids say about the program?

"It makes me feel relaxed. It is like therapy."

"This has made me realise how this is making me feel better being outside in nature, rather than locking myself in my room. When I'm upset I now go outside into nature more."

"We were more free to the wild and we felt more free to learn more and experience life and nature."

"We had to use teamwork to succeed in the challenges and that is helping us in class too."

What the teachers said:

"The kids are not so afraid to explore the unknown. It is not unknown anymore. Before, at the start of the program, they didn't even want to sit on the ground. Now they want to go further and explore more. Many of them don't get these opportunities from home from their parents, so it is wonderful. They are not as afraid to explore anymore."

"I observed a significant increase in the confidence and connection to nature in most of my students when it came to exploring their natural surroundings. The program effectively catered to the learning needs of students who struggle with prolonged indoor classroom settings."

"The program has provided students with genuine insights, a deeper understanding, meaningful connections, and a heightened interest in the biodiversity of their local area."

SMARTREKA

THE SMARTER PARK MAPS

The WA Parks Foundation's free, interactive Smartreka mapping initiative has been developed in partnership with the Parks and Wildlife Service (DBCA) and maps for nineteen priority national parks have been completed.

National parks mapped during the year under review were Lane Poole Reserve, Porongurup, Torndirrup, and Wellington national parks. Planning also commenced on the next maps, - Dryandra and Kennedy Range national parks and popular tourist destinations Rottnest Island and Kings Park.

Those previously mapped for the Smartreka maps series are Cape le Grande, Cape Range, D'Entrecasteaux, Fitzgerald River, Francois Peron, Kalbarri, Karijini, Leeuwin-Naturaliste, Millstream-Chichester, Mount Augustus, Purnululu, Stirling Range, Walpole-Nornalup, Walyunga and Yanchep national parks.

Using built in GPS capabilities on smartphone or tablet to plot real-time location, the maps make it easier to navigate 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.

If downloaded ahead of a park visit via the free Avenza Map app while network access is available, the connection to Smartreka maps when in the park can be made without a network connection and without roaming charges.

Smartreka maps make it easier to navigate and are increasingly popular with visitors to WA's national parks, with more than 36,000 users and 58,000 map downloads to date. Links to the maps are available through the websites of the WA Parks Foundation and Explore Parks WA.

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Upgrading a natural jewel

The WA Parks Foundation and the DBCA have a shared vision to make John Forrest National Park a gateway national park, through the revitalisation of facilities to improve the visitor experience.

WA's first national park, John Forrest, just a 35 minutes' drive from the Perth CBD, has exceptional environmental features as well as highly significant Aboriginal and European historical and heritage values.

With funding provided by the Western Australian Government, the revitalisation of the facilities continues. While the park in its entirety is the main attraction, an architecturally designed Park Hub with a café and interpretation space, improvements to existing picnic areas and gardens, with increased parking and access are part of the plan. The WA Parks Foundation was pleased to contribute to development of the business case for this upgrading.

Construction of a new 730-metre access road is underway, and a contractor has been engaged to construct a 270-bay carpark which will be built to the west of Glen Brook and the park's existing visitor precinct parking area.

New trails now open to visitors include the Noolbenger trail, a 16km off-road cycle trail for cyclists and runners, and the Little Eagle trail, an 8km loop trail. Realignment,

maintenance, and extension works to the popular Eagle View, Wildflower and Glen Brook trails have also been completed.

John Forrest National Park is one of the most visited in the Perth metropolitan area. Its many natural attractions include two scenic waterfalls that flow in winter and spring, and a jarrah forest still largely in its natural state.

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.

Over the past twelve months, free subscriptions to the Foundation's monthly on-line newsletter have increased by 14 per cent.

Increased campaign and project activity has seen the Foundation's social media followers grow 42 per cent on Facebook (7,753 followers), 8 per cent on Instagram (4,730 followers), 4 per cent on X formerly Twitter (975 followers) and 9 per cent on LinkedIn (544 followers).

The core theme across all campaigns is to promote the importance of understanding, appreciating and conserving Western Australia's parks and reserves, and the benefits of connecting with nature for mental and physical health and wellbeing.

Partnering with Universities

The Foundation was pleased to partner with The University of Western Australia and with WA University Consultants (WAUC) on two key initiatives.

MBA students at The University of Western Australia's Business School and as part of the Strategic Analysis and Consulting project developed a matrix and framework for sustainable project selection. The group also researched and suggested a range of high value and high impact project concepts based on key park attractions and features as well as providing recommendations on ways to enhance the Foundation's operations by building on current economic drivers to ensure sustainable and forecastable revenue in the long term.

WAUC, a management consulting charity, was engaged to provide recommendations for a Fundraising and Marketing Strategy designed to shift revenue dependence from project-restricted funding towards other revenue streams.

The Foundation is grateful for the expertise and support of the WAUC and the Business School at The University of Western Australia.

Increased campaign
and project activity
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42%

Facebook
(7,753 followers)

8%

Instagram
(4,730 followers)

4%

X
formerly
Twitter
(975 followers)

9%

Linkedin
(544 followers)

CONSERVING OUR PARKS

The Foundation once again had the pleasure of partnering with Deloitte Australia on the company's annual Impact Day. Deloitte staff from throughout the nation down their usual work tools to make a special contribution in their communities during October.

In WA, Deloitte volunteers assisted with projects at Yanchep National Park, weed control and planting for the Woodvale Waters Friends of Beenypup Channel, and provided support at Kanyana Wildlife Rehabilitation Centre.



MANAGEMENT & GOVERNANCE

Management has concentrated on progressing key projects, business development and streamlining business processes to minimise resource requirements for administrative functions. A strong emphasis on upholding corporate governance continues.

The business outlook and market conditions created by global economic factors and the rising cost of living have influenced the Foundation's financial position. The Board, supported by its Fundraising Committee, is addressing this in a focused and targeted manner, continuing to value and strengthen relationships with our existing partners for mutual benefit and seeking additional opportunities for support further afield.

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

PATRONS

The WA Parks Foundation is honoured to have the Joint Patronage of **His Excellency the Honourable Chris Dawson** AC APM, Governor of Western Australia, and his wife, **Mrs Darrilyn Dawson**.

This Vice-Regal interest and support is very much valued.

BOARD OF DIRECTORS

The membership of the Board of Directors for the year ending June 30, 2024.

- **Chair: The Hon Kerry Sanderson** AC CVO
Former Governor of Western Australia, former Chancellor Edith Cowan University, Chair St John of God Healthcare
- **Hon Treasurer: Ms Leigh-Anne Meyerowitz** CA
Group Director, Shakespeare Total Financial Solutions
- **Ms Ainslie de Vos** GAICD
Former Manager External Affairs, Fremantle Ports
Communication Adviser, Perron Institute
- **Mr Shaun Hardcastle** (to April 2024)
Partner, Hamilton Locke
- **Hon Albert Jacob** GAICD JP
Mayor of the City of Joondalup
- **Mr Richard Simpson**
Former Director Euroz-Hartley, Former Chair Botanic Gardens and Parks Authority
- **Dr Richard Walley** OAM
Director of Aboriginal Productions
- **Ms Rickeeta Walley** (from February 2024)
Aboriginal Liaison Officer, Botanic Gardens and Parks Authority; Educator and Researcher, Aboriginal Productions; Lecturer/Tutor, University of Western Australia

Other attendees:

- **Ex-officio attendee: Dr Fran Stanley**
Executive Director, Conservation and Ecosystem Management, DBCA
- **Board Secretary: Ms Melanie Wilshin**
General Manager, WA Parks Foundation

PUBLIC FUND COMMITTEE

A Public Fund Committee is a mandated requirement of the Department of the Environment and the Income Tax Assessment Act 1997 for Public Fund management and part of the requirements for maintaining Deductible Gift Recipient standing.

Chair: Ms Leigh-Anne Meyerowitz CA
Hon Kerry Sanderson AC CVO
Ms Eva Skira AM
Mr Ian Williams AO

FUNDRAISING COMMITTEE

The Fundraising Committee seeks corporate and public engagement with our parks and to promote philanthropy.

Membership is:

Chair: Ms Tanya Trevisan
Mr David Flanagan AM
Mr Shaun Hardcastle (to April 2024)
Hon Kerry Sanderson AC CVO
Mr Richard Simpson
Ms Diane Smith-Gander AO
Ms Heather Zampatti (from August 2023)

MANAGEMENT TEAM

Ms Melanie Wilshin, General Manager
Ms Sally Stabler, Marketing and Partnerships

AMBASSADOR ADVISORY COMMITTEE

The Ambassador Advisory Committee seeks to engage Park Ambassadors and to assist with the achievement of the Foundation's goals.

Membership is:

Chair: Mr Jim Sharp (from January 2024),
Emeritus Prof Ross Dowling AM (to December 2023)
Hon Kerry Sanderson AC CVO
Professor Lyn Beazley AO
Mrs Ainslie de Vos
Ms Kim Eckert OAM
Dr Regina Flugge
Ms Kate Gibson
Mr Ryan Mossny
Ms Tracy Shea



Windjana Gorge, Windjana Gorge National Park. Courtesy of Tourism Western Australia



PARTNERS AND SUPPORTERS

The Foundation greatly appreciates the support of the Western Australian community, and we are delighted to acknowledge the generous contributions of our corporate partners, donors, members, ambassadors and our dedicated volunteers.

With special thanks to our partners.

Platinum Partners



Gold Partners



Bronze Partner



THE JOCK CLOUGH
MARINE FOUNDATION

Supporting Partners

Deloitte.



SCOOP

localista



Government Partners



Department of Biodiversity,
Conservation and Attractions



Department of
Local Government, Sport
and Cultural Industries



Silver Business Partner



The WA Parks Foundation would like to acknowledge the very important and early support from our Founding Partners: Chevron Australia, Fortescue, Wesfarmers and Woodside Energy.

We also greatly value the ongoing support of our Government Partners: the Department of Biodiversity, Conservation and Attractions and Lotterywest.

The support of The University of Western Australia and WA University Consultants is also much appreciated.

Donors

Our appreciation and thanks also go to the other individuals and organisations who made contributions during 2023/24:

Kangaroo Paw Silver Circle

- Explore Caravans
- Janet Holmes à Court AC
- Hon Kerry Sanderson AC CVO
- Tourism Council WA

Park Steward

- John van Bockxmeer
- Alexandra Burt
- Jyrki Holm
- Shaun Mullen
- Ian Williams AO
- Melanie Wilshin
- Benjamin Yap



Dimalurru (Tunnel Creek) National Park. Courtesy of Tourism Western Australia

OUR MEMBERS

The Foundation is a membership-based organisation and at 30 June 2024, there were 94 members, comprising student, individual and family memberships. All Foundation members are entitled to receive a 50 per cent discount on the annual All Parks Pass from the Parks and Wildlife Service (DBCA) as well as a range of exclusive discount offers.

OUR AMBASSADORS

The Foundation has fifty-six Ambassadors, all with a common love of our parks and support for the Foundation's objectives. 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 Ambassadors, with their wide-ranging expertise and networks, have much to contribute in raising awareness of the importance of our parks and of the Foundation's work.

Founding Ambassadors

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

• **Pat Barblett AM** • **Hon Fred Chaney AO** • **Janet Holmes à Court AC**

Park Ambassadors

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

Liz and Simon Beazley, Lifestyle Pioneers	Brendon Moore
Professor Lyn Beazley AO	Karen Morrissey OAM
June Butcher AM	Ryan Mossny
Simon Cherriman	Gary Muir
Jock Clough	Philippa Nikulinsky AM
Emeritus Professor Ross Dowling AM	Dr Brad Norman AM
Kim Eckert OAM	Jane O'Malley
David Flanagan AM	Robin Piesse
Dr Regina Flugge	Tracey Roberts MP
Sophia Forrest	Chandra Salgado Kent
Nat Fye	Verity Sebire
Kate Gibson	Jim Sharp
Shaun Hardcastle	Tracy Shea
Dr Tom Hatton PSM	Richard Simpson
Professor Stephen Hopper AC	Eva Skira AM
Hon Albert Jacobs JP	Andrew St Pierre White
Ezra Jacobs-Smith	Dale Tilbrook
Josie Janz-Dawson	David and Ainslie de Vos
Victoria Laurie	Dr Richard Walley OAM
Professor Stephen van Leeuwen	Mark Webb PSM
Mayor Peter Long and Vicki Long	Melanie Wilshin
Griffin Longley	Tim Winton
Janelle and Adam Marr	Mike Wood AM
Eric McCrum OAM	Ben Wyatt
Richard McLellan	

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,
Hon. Albert Jacob, Shaun Hardcastle,
Leigh-Anne Meyerowitz, Richard Simpson,
Ainslie de Vos, Dr Richard Walley OAM,
Rickeeta Walley.

WA Parks Foundation Committees

Professor Lyn Beazley AO, Emeritus
Professor Ross Dowling AM,
Kim Eckert OAM, David Flanagan AM,
Regina Flugge, Kate Gibson, Shaun
Hardcastle, Leigh-Anne Meyerowitz, Ryan
Mossny, Hon. Kerry Sanderson AC CVO,
Jim Sharp, Tracy Shea, Richard Simpson,
Eva Skira AM, Diane Smith-Gander AO,
Tanya Trevisan, Ainslie de Vos,
Ian Williams AO and Heather Zampatti.

Pro Bono Support

Of major assistance, this year has been the contribution of our Supporting Partners, Deloitte, PwC and Hamilton Locke. Deloitte has provided pro bono accounting services, PwC contributes pro bono audit services and Hamilton Locke provides 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, Ewa Symes, Nashwa El Hosseny

Audit Services

- PwC: Justin Carroll, Laura Cock, Alyssa Pek

Legal Services

- Hamilton Locke: Shaun Hardcastle, Lachlan Pethick

Communications and Marketing Services

- Ainslie de Vos

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, as well as a range of exclusive discounts with retail and tour operators.

Donate

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!

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.

www.ourwaparks.org.au/get-involved



OUR 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.



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
17 Hackett Drive
Crawley WA 6009

CONNECTING PEOPLE
TO PARKS

