



Wildcare

Tasmania

STRATEGIC PLAN

2021-2024





the **Wildcare** way

Volunteers driving results

Collaborative partnerships

Lean overheads

Donations making a difference



PURPOSE

Wildcare Tasmania is a not for profit charity and Registered Environmental Organisation with a purpose and love of bringing people together to care for nature, wildlife and cultural heritage in Tasmania. Wildcare originated from within the Tasmania Parks and Wildlife Service over 20 years ago as a way to support people to take custodianship of special places.

Wildcare Tasmania is powered by:

- Over 2,000 members,
- 60 volunteering groups,
- donors from all around the world contributing to our Tasmanian Nature Conservation Fund,
- a Board comprised of a majority of volunteers elected from the community and also people nominated by State Government,
- a volunteer Grants Assessment Committee, and
- a dedicated team of approximately 2 FTE.

Thank you to all the wonderful contributors to Wildcare's work: our organisational partners, volunteers and donors.

We hope that this plan allows you to see what Wildcare is striving to achieve and how your contribution is of value



HOW WE WORK

Wildcare Tasmania is a not for profit charity registered with the Australian Charities and Not for Profit Commission and a Registered Environmental Organisation (REO).

Wildcare's Tasmanian Nature Conservation Fund has 'deductible gift-recipient status' with the Australian Tax Office and donors may claim a tax deduction for donations made to the Fund. The Wildcare Grants Assessment Committee assesses funding applications.

Governance

The Wildcare Board provides oversight and governance of Wildcare's operations, including strategy and risk management. The Board is made up of:

- volunteer elected representatives from Wildcare's membership, and
- nominated representatives from the Department of Natural Resources and Environment (NRET).

The CEO reports to the Board and is responsible for implementing strategy and managing day to day operations including finance, risk management, marketing, fundraising, training and support.

Where we work

Approximately 4 out of 5 Wildcare volunteer groups work on NRET managed land, largely in National Parks and reserves. The remainder of the work is conducted on land managed by local Councils or owned privately.



Wildcare's logo contains the iconic Tasmanian devil pawprint to show that we make our 'mark on the ground'



FINANCIAL MANAGEMENT

Wildcare understands that every dollar matters.

Finances are managed centrally with our accounts payable process incorporating three people to approve oversight. This ensures easy tracking of donations as well as expenses at a group and summary level and that every dollar goes to the cause it was meant for.

Wildcare groups have access to three fund raising options through Wildcare. These include:

- an online fundraising platform which enables any person or business to support group projects using a credit card,
- applying to the Wildcare Tasmanian Nature Conservation Fund. This fund meets all of the governance requirements of a tax deductible fund and our policy is to take \$0 fees from donations, and
- the ability to sell fundraising items through the Wildcare online shop, with \$0 taken by Wildcare for administering this.



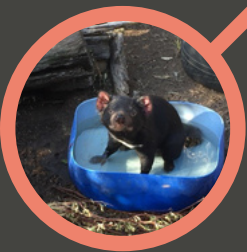
WILDCARE GROUPS

The way that Wildcare is set up is special just like the Tasmanian flora and fauna that we care for.

Anyone can join Wildcare Tasmania. Becoming a member supports Wildcare's work and also allows self sign-up to Wildcare Tasmania volunteering group(s).

Wildcare volunteer groups:

- form out of a shared passion for a wild place or wildlife,
- tread their own path direct with the land managers and organisations with whom they partner,
- contribute significant funds through grant applications to funding providers,
- showcase their work and allow members to join their group through their page on our website,
- have access to the Wildcare customer relationship software to keep in touch with members, and advertise upcoming events,
- raise funds through our online fundraising portal which allows people to support their work directly,
- may sell products in the online Wildcare shop, and
- load news stories direct to our website, keeping the Wildcare home page fresh and alive.



TASMANIAN NATURE CONSERVATION FUND

Wildcare is very proud of the way that our Tasmanian Nature Conservation Fund is managed.

With strong governance supported by lean processes we are able to give our donors confidence that every dollar donated goes direct to their nominated cause.

We also understand that donors want to contribute to specific causes that they are passionate about. We therefore provide a range of established causes, but we can also easily set up new ones.

Most projects are value-added through the work of volunteers who work alongside land managers and/or other conservation organisations.

Donations are managed in accordance with our status as a Registered Environmental Organisation. Grant applications are invited from Wildcare volunteer groups and organisational partners, at a minimum twice per year to ensure that money is getting out onto the ground where needed. In cases of urgent need, we consider grant applications outside of the normal schedule.



Orphaned wombat at Bonorong Wildlife Sanctuary. Bonorong is one of the causes that Wildcare's Nature Conservation Fund supports.

ADDRESSING THE CHALLENGES OF TODAY

Wildcare is well placed to meet the demands of today, including the challenges of Covid-19.

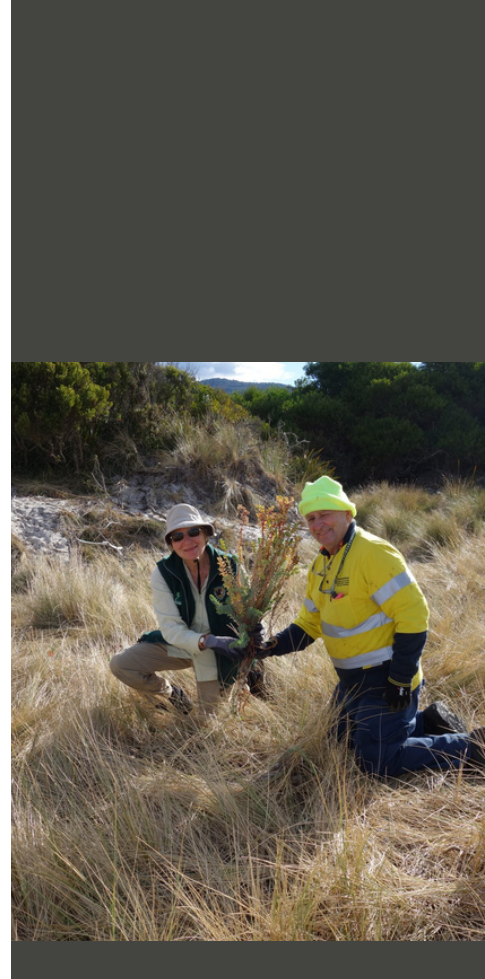
We maintain strong relationships:

- Tasmania Parks and Wildlife Service (PWS) and Wildcare have a long and established organisational history, and in August 2020 signed a Deed which provides financial support for Wildcare in return for volunteer management support, training and running the Tasmanian Nature Conservation Fund.
- Wildcare has a strong relationship with like-minded organisational partners such as Bonorong Wildlife Sanctuary and Raptor Refuge.

We operate in a lean and agile manner.

Our volunteers are skilled and committed.

These strengths have seen us respond effectively to Covid-19. We quickly established a Covid response plan which was approved by the Board and immediately implemented. We have become more creative with our communications with our members and volunteers and our financial position remains strong, with ongoing donations from the community.





STRATEGIES FOR SUCCESS



THE FOUR B' TWO STRATEGY

Our strategy is a simple one, based on:

- four pillars, with
- two success factors to achieve each.

We believe our strategy is strong and true, just like a four b' two piece of timber.

Many of our Wildcarers are very good with timber. We know that a well placed piece of timber will take you straight to your destination while minimising harm to all else.



THE FOUR PILLARS OF WILDCARE

We are successful when:

1. People see what is on offer and choose to get involved,
2. Volunteers are supported, informed and safe,
3. People and organisations see the benefit of their financial support,
4. We stay relevant to, and valued by, our partners.



Wildcare is successful when...

1. People and organisations see what is on offer and choose to get involved

Success factors:

1.1 Build clear, accessible pathways of choice for people to:

- become a member,
- join a group,
- donate,
- safely try out volunteering for the first time,
- develop to be a group leader, and
- experience remote multi-day events.

1.2 Build clear, flexible pathways for environmentally and socially conscious organisations to:

- involve staff in safe, meaningful volunteering,
- contribute to a cause of choice, and
- learn more about Tasmania's environment.

Measures of success:

- Positive trends in new and retained Wildcare members,
- Increase in Members who have chosen to join a Wildcare group, and
- Increasing number of volunteer hours.





Wildcare is successful when...

2. Volunteer groups are supported, informed and safe

Success factors:

2.1 Support and train Wildcare group leaders to:

- meet expectations under the relevant DPIPWE Volunteer Program Plan or expectations of the Council or private land owner, as relevant, and
- understand the legal framework within which they operate.

2.2. Add our special Wildcare flavour value of healthy fun, compassionate communications, and training and support in working with others.

Measures of success:

- No serious injuries while volunteering,
- Minimum 4 training sessions per year, and
- 100% of Presidents of active Wildcare groups engage with at least one of our training activities annually.

Wildcare is successful when...

3. People and organisations see the benefit of their financial support

Success factors:

3.1 Deliver purposeful project reporting that:

- combines human interest stories, with environmental and social impact data, and
- provides a picture of nature conservation outcomes State-wide.

3.2 Establish a benefactor network engagement program that:

- provides options for involvement,
- is founded in inspiring, grass roots outcomes, and
- is free of marketing.

Measures of success:

- Annual donations of at least \$240,000 p.a. (Not including donations collected on behalf of Bonorong Wildlife Sanctuary),
- 100% of our Natural Partner philanthropy relationships continue, and
- We maintain a \$0 fee cut on donations policy.



Wildcare is successful when...



4. We stay relevant and of value to our partners

Success factors:

4.1 Wildcare develops a pathway for understanding and mapping nature conservation issues in Tasmania, in particular in National Parks and reserves.

4.2 Wildcare reports on the impact of our volunteer groups on nature conservation issues.

Measures of success:

- We meet 100% of expectations within our Deed of Agreement with PWS.

