































<b>Strategy</b>	<b>Key Actions</b>	<b>Responsibility</b>	<b>Partnerships</b>
biodiversity of local natural areas	coordinated local natural area management  Encourage residents to assist in enhancing and maintaining bushland	All	
In partnership with Shire of Serpentine Jarrahdale, maintain, rehabilitate and enhance the biodiversity of private local natural area landholdings through the Healthy Habitats Biodiversity Stewardship Program	Source funding to support Shire of Serpentine Jarrahdale / Landcare SJ Healthy Habitats Biodiversity Stewardship Program	Staff Executive Officer Landholders	Shire of Serpentine Jarrahdale Landholders
In partnership with Shire of Murray, maintain, rehabilitate and enhance the biodiversity of local natural areas in North Murray	Source funding to support and maintain biodiversity at North Dandalup Primary School Reserve and surrounding areas	Staff Executive Officer	Shire of Murray North Dandalup P.S. NGOs

## 2.0 Sustainable Natural Resource Management

**Objective 2.1:** Develop and implement programs to achieve a reversal in land degradation and the promotion of sustainable development practices; the conservation and restoration of habitat for native flora and fauna; and the improvement of water quality, environmental flows in river systems, drains and wetlands within the environs of Shire of Serpentine Jarrahdale and North Murray.

Strategy	Key Actions	Responsibility	Partnerships
Promote sustainable land management practices	Promote the establishment of effective groundcover to prevent erosion	Staff	Shire of Serpentine Jarrahdale SJ LCDC Community NGOs PHBG SJ FFA DPIRD DBCA Industry
	Promote and encourage efficient nutrient management by land managers	Staff Executive Officer	
	Encourage adoption of agricultural best management practices and systems	Staff	
	Establish demonstrations for landholders to see the benefit of sustainable land use options	Staff Executive Officer	
	Improve awareness of landholders and land developers about threats to productivity (e.g. salinity, erosion, Acid Sulphate Soils)	Staff	
	Maintain and improve awareness of landcare principles and practices at all levels in the Shire of Serpentine Jarrahdale	All	
	Communicate potential climate change impacts and adaptation methods	Staff	
Conserve, enhance and restore habitat for native flora and fauna	Work closely with Shire of Serpentine Jarrahdale, community groups and other Local / State Government Institutions to advocate for the preservation of land that has been rehabilitated	Executive Officer Board Staff	Shire of Serpentine Jarrahdale NGOs Community Landholders DPIRD DBCA SJ LCDC SJ FFA PHBG
	Facilitate linking and protecting existing remnant vegetation to provide suitable habitat for native flora and fauna	Staff Executive Officer Volunteers	
	Support landholders with priority natural areas to implement on-ground biodiversity projects	Staff Executive Officer	



Strategy	Key Actions	Responsibility	Partnerships
	<p>and/or access incentives to do so</p> <p>Support preservation of Bush Forever sites through advocacy, on-ground biodiversity projects and/or access to incentives</p> <p>Acknowledge biodiversity of the Shire of Serpentine Jarrahdale, including significance of local provenance</p> <p>Promote best practice pest, weed and disease control in the community</p> <p>Apply adaptive management principles in response to climate change</p> <p>Respond to land development submissions, where appropriate</p>	<p>Staff Executive Officer landholders</p> <p>All</p> <p>Staff</p> <p>All</p> <p>Executive Officer Staff</p>	
<p>Improve water quality and quantity for waterways and wetlands</p>	<p>Promote best water management practices at sub-catchment level</p> <p>Educate landholders on, and promote, retaining water in the landscape</p> <p>Facilitate the protection of waterways and wetlands with a view to improving biodiversity, water quality and management, and riparian vegetation in Serpentine Jarrahdale</p> <p>Improve the water quality of run-off so as to maintain the integrity of waterways through promotion and implementation of best management practices</p> <p>Promote and support initiatives that focus on reducing water consumption and improving water efficiency</p> <p>Highlight implications of climate change</p>	<p>Staff</p> <p>Staff Volunteers</p> <p>Staff</p> <p>Executive Officer Staff Landholders</p> <p>Executive Officer Staff</p> <p>Staff</p>	<p>Shire of Serpentine Jarrahdale PHCC SJ LCDC DWER DPIRD</p>
<p>Research, Monitoring and Evaluation</p>	<p>Pursue opportunities to conduct research with partners</p>	<p>Executive Officer</p>	<p>PHCC Government Agencies Education Institutions</p>

<b>Strategy</b>	<b>Key Actions</b>	<b>Responsibility</b>	<b>Partnerships</b>
	Integrate monitoring and evaluation components in project design, and where appropriate communicate results to the community	Board Staff Executive Officer	Community
Work together to identify and implement NRM projects and initiatives for the overall benefit of the community	Participate in local, sub-regional and regional planning processes	All	PHCC Local and State Governments PDC NGOs

### 3.0 Income Support

**Objective 3.1:** Generate income to become more resilient through self-reliance (i.e. independent of outside funding).

<b>Strategy</b>	<b>Key Actions</b>	<b>Responsibility</b>	<b>Partnerships</b>
Pursue income-generating enterprises	Evaluate and review current programs - Polypipe and Heritage Timber recycling	Board	NGOs Mining companies Community and regional NGOs Government Agencies Business
	Actively market Cockatube and fauna nestbox sales and installations for income generation	Board Executive Officer Staff	
	Monitor, evaluate and review enterprises on a regular basis	Board Executive Officer	
Marketing and communication	Tailor strategies to specific audiences	Executive Officer Board Management Committee	Community NGOs Community Landholders
	Develop fundraising programs to generate donations	Executive Officer Board	
	Recognise and support involvement by key volunteers	All	
Fee-for-service opportunities	Take advantage of opportunities that may arise from commercial contracting & consultancy services	Board Management Committee	Business

**Objective 3.2:** Establish and maintain a public fund for the purpose of supporting the environmental objects/purposes of Landcare SJ Inc.

<b>Strategy</b>	<b>Key Actions</b>	<b>Responsibility</b>	<b>Partnerships</b>
Transparent and efficient management of public fund	Fulfil legislative requirements	Board Executive Officer	PHCC Business
	Timely reporting to ACNC and REO	Board Executive Officer	
	Make information re donors, amount of funds, and use of funds publicly available	Executive Officer	
Marketing and communication	Develop fundraising programs to generate donations	Management Committee Executive Officer	PHCC Shire of Serpentine Jarrahdale Media
	Promote and market Fund on web, social media and major promotional materials	Staff Volunteers	

## 4.0 Governance

**Objective 4.1:** Appropriate governance arrangements are in place which reflects the capacity and responsibilities of Landcare SJ Inc.

<b>Strategy</b>	<b>Key Actions</b>	<b>Responsibility</b>	<b>Partnerships</b>
Develop and maintain strategic partnerships	Align Landcare SJ project planning and development with local government and sub-regional planning processes and priority areas	Executive Officer Board Management Committee	Shire of Serpentine Jarrahdale PHCC PDC Government Agencies NGOs
Continuous improvement	Develop, implement, review and evaluate policies and procedures	All	Community
	Maintain accurate and transparent records	All	
	Clear allocation of roles and responsibilities	Board Executive Officer Management Committee Staff	
	Ensure efficient and effective team and individual performance reviews, including professional development	Executive Officer Board	
	Inclusive staff and community planning and decision-making for improvement	All	
	Review Strategic Plan	All	
	Seek feedback from stakeholders on Landcare SJ performance, service and communications	All	
	Plan strategically for asset replacement, e.g. vehicles, IT systems	Executive Officer Board	
Compliance with necessary legislation	Continuously review and implement: <ul style="list-style-type: none"> <li>- OHS</li> <li>- HR legislation (e.g. EEO, OHS)</li> <li>- Associations Act (WA)</li> <li>- Income Tax Act</li> <li>- Charity Status Compliance - Australian Charities and Not-for-profits Commission (ACNC) and Register of Environmental Organisations (REO)</li> </ul>	Management Committee All Board Executive Officer	DMIRS ACNC ATO PHCC Shire of Serpentine Jarrahdale Business

## 7.0 Key Delivery Areas 2018-2020

Analysis of key project delivery areas identified ongoing projects and/or opportunistic delivery as funding opportunities present. Program planning will incorporate the following project areas, as funding allows:

<b>Project delivery</b>	<b>Aim</b>	<b>Actions</b>	<b>Partnerships</b>
Healthy Habitats Biodiversity Stewardship Program	Engage landowners in the protection and enhancement of local natural areas with an emphasis on remnant native vegetation	<p>Promote program, engage new members and support existing members</p> <p>Undertake site visits, bushland assessment and site-specific advice and recommendations to members</p> <p>Provide assistance with grant applications/seek funding to support on-ground projects in local natural areas of members</p> <p>Monitor and review program</p>	<p>Shire of Serpentine Jarrahdale SJ LCDC Owners of local natural areas DPIRD DBCA PHCC (Land for Wildlife)</p>
Free Verge Plant Program	<p>Increase biodiversity in the Shire of Serpentine Jarrahdale and connect vegetation corridors</p> <p>Reduce roadside verge weed maintenance costs</p>	<p>Manage and promote the program according to agreed procedure with the Shire of Serpentine Jarrahdale</p> <p>Monitor and review program</p>	<p>Shire of Serpentine Jarrahdale Community NGOs Community</p>
Serpentine River, drains, waterways and wetlands	Protect and restore the overall health of the Serpentine River and waterways which flow into the Peel-Yalgorup Ramsar wetland system	<p>Seek funding to support on-ground restoration and protection initiatives</p> <p>Engage landholders and community to support initiatives and adopt best practice land management</p>	<p>Shire of Serpentine Jarrahdale PHCC Greening Australia Community and regional NGOs DPIRD DBCA DMIRS</p>
Equine Landcare	Increase awareness and education of equine landholders to manage their properties by adopting best practice land management	Hold information sessions, workshops and field days including equine property planning events, and promote	<p>Shire of Serpentine Jarrahdale Local government Community NGOs Landholders</p>

<b>Project delivery</b>	<b>Aim</b>	<b>Actions</b>	<b>Partnerships</b>
		<p>best land management practices</p> <p>Assist with the development of equine management guidelines for equine properties in the Shire of Serpentine Jarrahdale</p>	
<p>COCKATUBE® enterprise and Fauna nestbox program (Bat Boxes, Possum Boxes, Ground Dweller Boxes)</p>	<p>Create awareness of WA Black Cockatoo decline and recovery project, and promote the increase of breeding site opportunities for the Carnaby's, Baudin's and Red-Tailed Black Cockatoos using Cockatube artificial hollows</p> <p>Contribution towards scientific knowledge by partnering and supporting agencies and research bodies, and undertaking own research</p>	<p>Hold workshops and information sessions to educate and increase awareness of Black Cockatoo decline and recovery initiatives</p> <p>Promote sales and installation of Cockatubes and other Fauna hides/boxes</p> <p>Seek resources to undertake monitoring and evaluation of Cockatubes within Shire of Serpentine Jarrahdale</p>	<p>WA Museum Murdoch University Perth Zoo Birdlife Australia DPIRD Community and regional NGOs Government Private Landholders WA Environmental Enterprises PHCC</p>
<p>Urban Landcare Project</p>	<p>Reduce waste and promote more sustainable lifestyles in Urban areas of Shire of Serpentine Jarrahdale</p>	<p>Partner with relevant organisations, seek funding and promote more sustainable urban lifestyles, including waste reduction, recycling, energy efficiency and home food production</p> <p>Promote urban biodiversity and water conservation through native verge plant program</p> <p>Support Shire of Serpentine Jarrahdale Urban Forest Strategy</p>	<p>Shire of Serpentine Jarrahdale Community NGOs Community SJ FFA</p>
<p>Sustainable Agriculture</p>	<p>Promote healthy soils and best practice land management to achieve sustainable agricultural production in Shire of Serpentine Jarrahdale</p>	<p>Promote, in partnership, food and farm production sustainability initiatives</p>	<p>Shire of Serpentine Jarrahdale SJ FFA DPIRD</p>

<b>Project delivery</b>	<b>Aim</b>	<b>Actions</b>	<b>Partnerships</b>
		<p>Seek funding support for property planning workshops</p> <p>Promote and support best practice land management practices</p>	
Shire of Serpentine Jarrahdale Bushland Reserves	<p>Continue working with the Shire of Serpentine Jarrahdale to protect and enhance the health and resilience of bushland reserves</p> <p>Protect and enhance biodiversity in high value and nationally significant Shire of Serpentine Jarrahdale reserves</p>	<p>Collaborative planning and protection strategies with Shire of Serpentine Jarrahdale and community groups</p> <p>Seek funding and implement projects to support on-ground and extension activities for community groups and schools working in Shire Reserves, including annual community planting calendar, dieback treatment, weed control, revegetation and biosecurity measures</p>	Shire of Serpentine Jarrahdale SJ LCDC Community NGOs DPIRD DBCA
Biosecurity	Provide support to land managers to control and eradicate (where possible) biosecurity threats	<p>Work in partnership with Peel Harvey Biosecurity Group to develop and enact biosecurity measures within the Shire of Serpentine Jarrahdale</p> <p>Source funding for weed control, pest control and dieback management programs on public and private land in the Shire of Serpentine Jarrahdale</p> <p>Provide support and information to landowners to address biosecurity issues in the Shire of Serpentine Jarrahdale</p>	Shire of Serpentine Jarrahdale PHCC Community and regional NGOs PHBG
Governance	Ensure sound governance structures, mechanisms and processes are in place to achieve	Ensure compliance with regulatory framework	Shire of Serpentine Jarrahdale PHCC

<b>Project delivery</b>	<b>Aim</b>	<b>Actions</b>	<b>Partnerships</b>
	long-term organisation sustainability through a framework of accountable, transparent and responsive management	<p>Review Landcare SJ Constitution</p> <p>Review whole of organisation policies and procedures</p> <p>Develop HR structure</p> <p>Seek and encourage new volunteers and members</p> <p>Address succession planning</p> <p>Build Equity for financial resilience</p> <p>Maintain provisions for asset replacement requirements (Equipment, IT and vehicles)</p>	<p>DMIRS</p> <p>ACNC</p> <p>REO</p> <p>Community</p>
Income Support	<p>Generate income for Landcare SJ from sales and installations of Cockatubes</p> <p>Promote Landcare SJ Deductible Gift Recipient status</p> <p>Generate income through fee-for-service contracting and consulting</p>	<p>Maintain marketing and promotion</p> <p>Support researchers where feasible</p> <p>Develop and implement donations and fundraising strategies</p> <p>Develop Contracting Policy and Fee-for-Service procedure</p> <p>Take advantage of opportunities that may arise from commercial contracting &amp; consultancy services</p>	