

ACTION PLAN FOR THE WILDERNESS SOCIETY

The Wilderness Society exists to campaign for the protection of our wild places. Nature needs us to be effective, independent, prepared to stand strong, accountable to members, and financially secure. That's why we have developed this action plan to help keep us focused on saving our great wild places.

CAMPAIGNING FOR NATURE

Australia's wild places are unique and priceless – and no other organisation is solely committed to protecting them.

We will:

- Build a WildCountry campaign team to deliver a revitalised vision and action plan for WildCountry to be relaunched in January 2011.
- Ensure that central to this new vision is the role that protection of nature plays in combating climate change.

INVOLVING AND EMPOWERING OUR MEMBERS

Our members are our life blood. To ensure good governance, transparency and accountability, we need input from members and Campaign Centres. We will:

- Commission a rigorous review to modernise our constitution in line with our purpose and values, protect and expand members' rights and strengthen the relationship between our national office and the Campaign Centres.
- Prepare recommended changes for the members to consider at the 2010 Annual General Meeting.

SUPPORTING OUR CAMPAIGN CENTRES

Our state-based Campaign Centres connect us to the community and are essential to our campaign successes. In the past few months our Campaign Centres have delivered the protection of the River Red Gum forests, the mighty Wenlock River on Cape York and are central to the campaigns to protect the forests of Tasmania and Victoria. They have increased marine protection in SA and are focused on the Kimberley in the West. To support these centres we will:

- Develop a unifying national campaign plan by 2011.
- Deliver high quality support for campaigns, fundraising and good governance.

REBUILDING THE NATIONAL ORGANISATION

National coordination is central to protecting nature across Australia. We will:

- Make the Wilderness Society the employer of choice for conservation movement, allowing us to attract and retain the best and brightest staff
- Streamline our operations internally to make it easier to deliver campaign success and increase our focus on great people management.
- Establish a Staff Consultative Committee to ensure a greater level of cooperation within TWS.
- Review the role of the Executive Director.
- Create a first-class professional development program, allowing our staff to achieve their full potential
- Create a register and merit based tender process for consultancies to ensure transparency and accountability.

A SOLID FINANCIAL FOUNDATION FOR THE FUTURE

Our members and supporters donate funds to support us in our campaigns to protect nature. We have a duty to ensure this money is spent effectively. We will:

- By the 2010 AGM complete a substantive review of our financial operations, performance and risk management strategy.
- By January 2011, complete a 5-year business plan to rebuild reserves to 3 months of operating expenditure within 5 years.

These measures will ensure that TWS stays at the forefront of environmental campaigning in Australia, continues its commitment to community-based campaigning, reinforces the role of members and secures its future for nature protection into the future.

*Protecting, promoting
& restoring Australia's
WildCountry*

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