

# CCWA Strategic Plan 2025 - 2028

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## 1. Introduction

The Conservation Council of Western Australia (CCWA) is the peak body for environment and conservation in our state and plays a vital role advocating for nature protection, restoration and climate action. We have been at the forefront of conservation efforts in WA since 1967, drawing together and learning from more than 80 member groups.

The threats from climate change, coupled with biodiversity loss from mining and land clearing, have made our role more important than ever. In recent years these threats have escalated as powerful lobby groups seek to undermine environmental protection laws and regulations at both state and federal levels, and the fossil fuel industry exerts strong influence over the government.

As the threats have escalated, the concurrent growing concern of the public about our natural world facilitates greater community engagement.

With climate change impacts increasing and tipping points imminent, the next few years are critical for our advocacy.

This Strategic Plan lays out priority areas of work that will deliver the targeted outcomes necessary to meet the scale of challenges before us. It speaks to the need for members, supporters, volunteers and staff to work closely together to raise awareness, build capacity in the sector and mobilise the community calling for change.

Understanding that our efforts and strength are collective, and to ensure accountability and transparency, our work and outcomes are shared publicly through our annual Conference, community engagements, regular Council reports and newsletters, Annual Reports and other publications.

Richard Yin  
President

Matt Roberts  
Executive Director

## 2. Vision, Purpose and Values

**Our Shared Vision** - a flourishing natural environment and safe climate valued by everyone

**Our Purpose** - to protect and restore WA's natural environment

### **Our Guiding Principles (values)**

**Love** - driven by our love for nature and concern for future generations

**Inclusivity** – welcoming and open-minded

**Valour** – great courage in the face of overwhelming challenges

**Evidence-grounded** – faith in scientific and cultural knowledge

**Sustainability** – for our environment now, and for future generations

**Solidarity** – with those most affected by environmental degradation and climate change

## 3. Context and Relevance of the Strategic Plan

CCWA is composed of more than 80 Member and Corresponding Bodies who work on nature conservation and environmental protection and restoration – many of whom do so on-ground at a local level and through ongoing advocacy. The Council elects an Executive Committee (Board) to represent it and manage its business, and the Board appoints an Executive Director and other staff. An Indigenous Advisory Board advises the Executive Director and Board.

This Strategic Plan is grounded in the core values of CCWA, as outlined in our Constitution and Code of Conduct, which guide and shape our work. The Plan is supported and actualised by operational plans, policies and procedures that reflect the strategic framework and ensure that the strategies set out by Council are supported and implemented effectively throughout the tenure of the Plan.

## 4. Statement of Strategic Intent

As the State's peak environment group, CCWA is empowered to lead bold, collaborative action for a thriving natural environment in WA. Our member base holds a vast store of valuable knowledge, experience and energy. Through this Strategic Plan, CCWA will actively

draw on and develop the knowledge, experience and energy of its member base and supporters and work to grow our collective capacity and capabilities.

CCWA values the expertise and role of First Nations people in environmental care and conservation and will actively seek advice from our Indigenous Advisory Board and First Nations-led environmental groups.

CCWA has a significant role to play in increasing diversity and representation in the environment movement by attracting more and more diverse groups of people to build the power required for the big changes we need. We will coordinate across the environment movement and work collaboratively with key strategic partners to drive transformative change. With sound governance, sustainable practice and a culture of innovation and inclusion, CCWA will remain a resilient and visionary leader - equipping and growing the movement to face today's challenges and shape a better future for all.

Our people and the culture we cultivate are the heart of CCWA. We believe that a positive, inclusive, and supportive culture is essential to achieving our goals. CCWA is committed to being an employer of choice, where staff, volunteers, and members are valued, respected, and empowered to make meaningful contributions. We foster a culture of goodwill, collaboration, continuous learning, and innovation, ensuring that everyone is equipped with the skills and resources they need to thrive. Our leadership team sets the tone for a workplace that is dynamic, transparent, and committed to growth—both for the organisation and for each individual. By prioritising people and culture, CCWA will continue to attract and retain the diverse talent needed to deliver on our mission and strengthen the impact of our work across the sector.

## 5. Our Goals and Objectives

<b>Goal One: A Flourishing Natural Environment Valued by Everyone</b>
Objectives
<b>Advocacy for nature</b>
1.1 CCWA is an influential and powerful voice for the protection of nature, especially for areas of high conservation value and ecological linkages, and strong, modernised, nature laws.
<b>The WA community values and respects WA's natural environment</b>

1.2 CCWA consistently supports and amplifies the voices of members, supporters, environmental advocates and citizen scientists, fosters appreciation of nature and encourages deeper public engagement.

## **Goal Two: A Safe Climate**

### Objectives

#### **Advocacy for a safe climate**

2.1 CCWA acts with clarity and leadership in its campaigns, drawing on evidence and science, to reduce climate-wrecking pollution and promote a fast and fair transition to a just, sustainable economy.

#### **Fostering sound conditions for change**

2.2 CCWA engages with stakeholders at all levels to foster open, accountable, and fair enabling conditions for the protection of WA's natural environment from the dangers of climate change.

## **Goal Three: A Powerful Environment Movement**

### Objectives

#### **A sustainable organisation that is fit for purpose**

3.1 We build and nurture a strong and resilient organisation with sound governance, sustainable practices and a positive, inclusive, and supportive culture of collaboration, continuous learning and innovation, ensuring that everyone is equipped with the skills and resources they need to thrive.

#### **A strong and mobilised environment movement**

3.2 CCWA strengthens its capacity to assist and amplify the voices of its members and other environment and climate action groups across WA for a strong and mobilised environment movement with more power to influence nature and climate policy.

#### **An effective sector voice**

3.3 CCWA consults with and seeks advice from environment and climate action groups and experts, including First Nations groups, on opportunities, climate change challenges and ways to take effective action.

3.4 CCWA connects with people across the political spectrum and from a diverse range of backgrounds. We engage in conversations and disseminate information, training and guidance to build understanding of and appreciation for WA's natural

environment, environmental awareness about priority and emerging protection matters and ways to take effective action.

3.5 CCWA leads environmental advocacy and action campaigns on behalf of its members.

## Goal One: A Flourishing Natural Environment Valued by Everyone

### Objectives

#### **Advocacy for nature**

1.1 CCWA is an influential and powerful voice for the protection of nature, especially for areas of high conservation value and ecological linkages, and strong, modernised, nature laws.

#### **The WA community values and respects WA's natural environment**

1.2 CCWA consistently supports and amplifies the voices of members, supporters, environmental advocates and citizen scientists, fosters appreciation of nature and encourages deeper public engagement.

WA is a vast state with ancient, beautiful and globally unique landscapes and precious and threatened biodiversity that face profound threats including habitat loss, introduction of exotic weeds, animals and disease, changes to fire regimes, and climate change.

CCWA works with members and partners to protect and restore the natural environment in WA including in the priority areas of stronger nature laws, more protected areas, changes to water laws, First Nations rights in environmental protection, greater enforcement and controls on pollution and improved transparency and accountability in environment decision making.

As the peak conservation body in WA, CCWA values and learns from the knowledge and wisdom of its members and supporters and keeps the environment movement informed about threats to nature and ways to take action.

On major environmental issues and at key political moments like elections or significant reforms, people look to CCWA for guidance. As the peak environmental organisation, CCWA

plays a critical role in consulting and coordinating across the movement to establish a shared view and provide a united response.

CCWA also learns from and amplifies what members, partners and governments are doing well, to protect and conserve the natural world. We continually seek new ways to support member groups, including mobilising for submissions and protests, raising awareness, aiding media outreach, lobbying on key issues, publishing stories, hosting joint forums and showcasing the work of our members at our annual Conference.

## Our approaches - going forward

- i. We draw on the expertise, knowledge, lived experience, and cultural wisdom of people across the movement and in our communities to understand threats to and impacts on nature.
- ii. We support the WA environment movement to respond effectively to arising threats to nature, and to proactively shape a new cultural narrative of care, connection, and stewardship.
- iii. We work to increase the protection and restoration of high conservation value ecosystems and ecological linkages.
- iv. We advocate to protect WA's nature through strong, modernised nature laws.
- v. We undertake activities that attract more people, and bring people together, to learn about and appreciate the natural environment - and the value of their involvement in environmental action.

## Goal Two: Safe Climate

### Objectives

#### **Advocacy for a safe climate**

- 2.1 CCWA acts with clarity and leadership in its campaigns, drawing on evidence and science, to reduce climate-wrecking pollution and promote a fast and fair transition to a just, sustainable economy.

#### **Fostering sound conditions for change**

- 2.2 CCWA engages with stakeholders at all levels to foster open, accountable, and fair conditions to be enabled for the protection of WA's natural environment from the dangers of climate change.

CCWA delivers programs and campaigns that promote the transition of WA from fossil fuels to a net zero economy, amplify renewable energy and environment sector voices and advocate to prevent any increase in greenhouse gas emission in WA. Our programs affect public opinion positively, build people power, political influence and expert-backed evidence to drive meaningful change.

## Our approaches - going forward

- i. We develop strong alliances to deliver campaigns to protect the environment and climate from new fossil fuel projects and work towards delivering a renewable energy transition plan that is responsible and timely.
- ii. We build and support new alliances to grow the support and ambition for a rapid and just transition from fossil fuels to renewable energy in WA, from coal to renewables, and for a gas transition plan.
- iii. We engage with climate leaders across civil society, industry, government and across our movement to build on innovative ideas and plans for systemic change in the energy economy that supports benefit sharing for communities and greater equity and access to energy and improves outcomes for nature.
- iv. We advocate for climate legislation that is consistent with emission reduction goals in the Paris Agreement, with 1.5-degree target, net zero emissions by 2050, and 2030 interim emissions target, and an expert independent advisory climate change authority.

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- 3.4 CCWA connects with people across the political spectrum and from a diverse range of backgrounds. We engage in conversations and disseminate information, training and guidance to build an understanding of and appreciation for WA's natural environment, environmental awareness about priority and emerging protection matters, and ways to take effective action.
- 3.5 CCWA leads environmental advocacy and action campaigns on behalf of its members.

CCWA is its members. This Strategic Plan builds on the knowledge, power and experience of a movement driven by members, supporters and allies. From its inception, CCWA has focussed on protecting nature and working with government to enact legislative change and authority to do that.

We collaborate with and amplify the work of environment and climate action groups in media and through our outreach and engagement with government and members of parliament.

CCWA continues to build on its past towards a future where the natural environment flourishes and the climate is safe.

### **Our approaches – going forward**

- i. We build influence from the grass roots through the strategic mobilisation of individuals and groups.
- ii. We seek and form strategic partnerships and alliances to develop united, strategic outcome- focused approaches to environmental advocacy.
- iii. We build constructive relationships with environment and climate decision-makers and their advisors.
- iv. We resource and build capabilities across our membership, supporters and other environment groups to undertake advocacy, and to engage in local nature and climate campaigns.

- v. We undertake research and analysis to develop submissions and responses to policy discussions, new research, and project applications that threaten nature and the environment