

Conservation
Council SA

Strategic Plan

Together, a force for nature

2025

2030

A large, gnarled tree with a thick trunk and spreading branches stands in a field of dry grass. The background shows a sunset over a coastal landscape with hills and the ocean. The sky is a mix of orange, yellow, and blue.

**Ngadlu Kurna
miyurna tampinhi.
Parna yarta mathanya
puki-unangku.**

Conservation SA acknowledges
our offices sit on Kurna Country.

We offer our respect to the
Traditional Owners whose lands
and waters we engage with across
South Australia.

This strategy sets out not just a list of goals but a diagnosis of our current moment, our core theories of how we will achieve change, and what we believe is most important right now.

This Strategy was built collaboratively over six months with input from members, external partners, board and staff. Thank you to the many dozens of individuals who have contributed.

It is made to be carried with pride and referenced by staff and board and shared with our members, partners, funders and collaborators. Please share it widely.

It is a living document that will be amended as we continue to learn, grow, and adapt to our constantly changing context.



Fires, floods, droughts, extreme heat and algae: the effects of the climate crisis are here, on our doorstep.

An urgent and powerful movement is emerging: a broad coalition of people determined to protect our future.

This movement of people is diffuse and struggles to influence political processes that remain dominated by the colonial mindset of seeing nature as a resource to be exploited.

There are many individuals who care but are disconnected, unsure who to turn to, who to trust or where to invest their energy. They may be feeling generalised eco-anxiety or tuning out because they don't know where to go.

At the same time, new and diverse groups have arisen to complement existing environmental organisations. These range from parents to doctors, and school children to business leaders – but in South Australia they largely operate independently.

Now is the time to come together.



Conservation SA is uniquely positioned to weave together South Australia's many voices for nature and climate, uniting communities, cultures and generations into a powerful, connected and vibrant movement.

Conservation Council SA was founded to serve the 'true believer' environment sector, powered by a community of energetic and caring elders.

We are proud of that history, but as the times change, so have we. Our community now includes people of all ages and backgrounds — professionals, farmers, young leaders, Traditional Custodians, artists, and advocates — all recognising that as Indigenous Wisdom has long told us, we are not protecting nature, we are a part of nature, protecting itself.

In our founding, it was recognised that a collective voice is a powerful voice. Fifty years down the track, we now have the opportunity to add more voices than ever before to our vibrant chorus, mobilising and supporting much greater numbers for much greater impact.

A healthy, biologically rich, and environmentally sustainable South Australia

powered by a vibrant, interconnected movement of communities, leaders and partners, grounded in justice and aligned for long-term climate and nature resilience.



To ignite and nurture
a powerful, connected
environment movement
across South Australia

one that inspires, unites and
empowers diverse communities,
to reshape our shared ambition
and story, and to take action on
both climate, and conservation.

Together,
we are a force
for nature.

Our strategy has three parts:



VIBRANT
MOVEMENT



STRONG
VOICE



FUNDED
VISION

1 Vibrant ● movement

Goal:

Grow a diverse, connected, and resilient movement that strengthens our ability to protect South Australia's environment and people – now and into the future.

This first part of our strategy is the most fundamental of the three. In all that we do, we ask: how are we growing a vibrant movement?

This means we take approaches that build relationships and capacity for the long-term movement.

For our vibrant movement, we will prioritise:

- Creating an inspiring and accessible hub in our new home at the Exchange – a space that welcomes collaboration, creativity and connection.
- Making the movement appealing, fun and purposeful, so that participating feels meaningful and energising.
- Growing and actively engaging our membership, strengthening our shared commitment to climate and conservation action.
- Connecting with new audiences, reaching beyond traditional circles to build a truly inclusive and diverse movement.
- Strengthening collaboration across sectors and with First Nations communities, fostering mutual learning and respectful partnerships.
- Inspiring and recognising success through the SA Environment awards, celebrating leadership and innovation.
- Building the capacity of community leaders and young changemakers, empowering the next generation to drive lasting change.

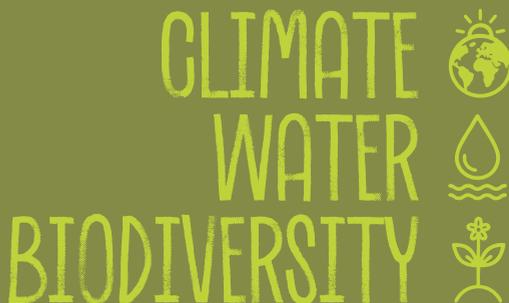
2 Strong ● voice



Goal:

Drive urgent action to phase out fossil fuels, transition to clean energy, and protect South Australia's unique waterways and biodiversity.

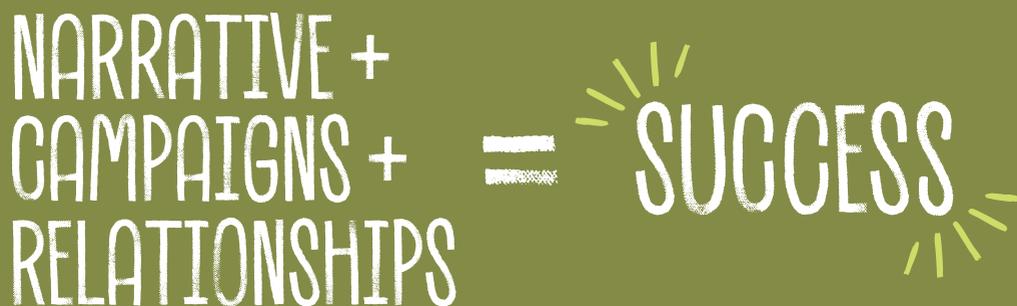
What areas do we campaign across?



How do we view successful campaigning?

We believe campaigns are successful and that good outcomes for the environment are achieved - through the ability to:

1. Generate broad public support for an environmental issue **(Narrative)**
2. Turn out a committed core that can fill the steps of Parliament **(Campaign)**
3. Influence industry, government and Parliament to shape good outcomes **(Relationships)**



How do we prioritise our campaigns?

Nature impact: Significant risks or opportunities for nature

Strategic: We can do something meaningful about it NOW

Growing movement: We can use it to grow the movement

Good value: We can fund it, high impact-to-cost ratio

Capability-building: We will learn or grow in capacity

It's us: We are best placed, it's our role

To strengthen our voice we will prioritise:

- Working in ways where we welcome all voices, are collaborative, and build capacity.
- Supporting, amplifying and co-leading our members' and partners' campaigns.
- Offering capacity-building, mutual aid, and participatory design processes.
- Collaborating with Traditional Owners to support land and sea Country protection and restoration.
- Leading public education initiatives on climate and nature.
- Advocating for stronger state and national climate targets and environmental protection laws.
- Advocating for policies to protect oceans, estuaries, and coastal ecosystems from pollution, overfishing, and climate impacts.

3 Funded vision



Goal:

Ensure our movement and organisation are well-resourced, financially sustainable, and impactful.

We know that people do not fund or back an abstract peak body, they back our visions, and they back our people.

Too often, environmental action is mistaken as standing in the way of progress. We believe that progress is not only possible, but also necessary, and that the path forward must be inclusive of justice and care for our environment and people.

It is this vision of progress that we seek to fund as we grow our organisation, not for the sake of growth itself, but to move toward this positive vision for our entire society.

For our funded vision, we will prioritise:

- Leading with a proactive vision, developing bold, strategic project concepts rather than relying on opportunistic funding.
- Ensuring every proposal reflects the true cost, including institutional costs that are essential to delivery.
- Maintaining strong fiscal stewardship and demonstrating transparency and care in managing our precious resources.
- Strengthening and re-launching individual memberships, fostering a deeper sense of belonging and shared investment in our mission.
- Diversifying our income streams, with a particular focus on building philanthropic relationships and growing a sustainable corpus through bequests.
- Exploring innovative business partnerships that extend our reach, influence and financial resilience.
- Measuring, reporting and celebrating our impact, sharing stories and successes that inspire trust and support.

South Australia is full of passionate individuals who care about and who are committed to the lands, waters and living systems that sustain us.

We are committed to coalescing that care into a powerful movement of which we can all be proud.



The><change

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