



Strategic Plan

2026-2029

VISION

A just world that values and conserves nature

MISSION

Catalyse informed action for nature conservation

GOALS

Represent IUCN in Australia
Lead an effective and equitable alliance for nature
Enhance our engagement and impact
Raise our profile, reputation and reach
Ensure long-term organisational sustainability

VALUES

Integrity
Equitable and inclusive engagement
Supportive of Indigenous Leadership and Knowledge
Finding common ground across diverse perspectives
Evidence-based practice and policies

GOALS	OBJECTIVES	STRATEGIES
1	1.1	1.1.1
<p>Represent IUCN in Australia</p> <p>Embody the core values of IUCN and work to achieve goals and resolutions set by the IUCN Vision, Work Programme and World Conservation Congress.</p>	<p>The IUCN core values of knowledge, inclusion, equity, justice and collaboration are embedded into everything we do.</p>	<p>Guided by IUCN values and principles, aim to share knowledge and collaborate equitably, effectively and inclusively with all stakeholders.</p>
	1.2	1.2.1
	<p>Share IUCN knowledge and expertise, and promote the adoption of IUCN resolutions, policies, standards, frameworks, tools and guidelines with members and stakeholders across Australia.</p>	<p>Promote the adoption of relevant IUCN Standards, Frameworks, Resolutions, Policies and Tools to Governments, NGOs and IPOs.</p>
		1.2.2
		<p>Promote IUCN World Conservation Congress outcomes and encourage the delivery of relevant resolutions and recommendations in Australia.</p>
1.3	1.3	1.3.1
<p>Support the delivery and promotion of the IUCN 2050 Vision and the 2026-2029 Work Programme.</p>		<p>Align our work with the 3 IUCN impact targets for 2026-2029:</p> <ul style="list-style-type: none"> • Biodiversity is effectively conserved, protected and restored - and mainstreamed across sectors. • Conservation of biodiversity and ecosystem services is helping to address the nature / global change nexus • Equitable, legitimate, legal and sustainable use of nature is contributing to nature conservation and a just, equitable and sustainable society
		1.3.2
		<p>Whenever possible. support the mainstreaming of nature conservation across 8 key transformational areas:</p>
		<ul style="list-style-type: none"> • Climate Change Adaptation and Mitigation • Green, Just Energy Transition • Alignment of Economic Systems with Nature • Regenerative Blue Economy • Food Systems and Agriculture • One Health • Sustainable Cities • Water security and stewardship

GOALS	OBJECTIVES	STRATEGIES
<p>2</p> <p>Lead an effective and equitable alliance for nature</p> <p>Facilitate improved outcomes and catalyse informed action for nature by providing an inclusive platform for stakeholders to share knowledge, build capacity, and collaborate.</p>	<p>2.1</p> <p>Provide an inclusive platform to encourage and facilitate knowledge exchange and collaboration between experts, practitioners, Indigenous Peoples, Governments and NGOs to address urgent and emerging environmental challenges.</p>	<p>2.1.1</p> <p>Aim to lead or take opportunities to participate in the six catalytic roles identified by IUCN to foster positive change, mobilise people and drive action:</p> <ul style="list-style-type: none"> • Convening and networking • Knowledge, science and data • Policy and advocacy • Capacity strengthening • Mobilising resources for people and nature • Advancing education and awareness <p>2.1.2</p> <p>Convene all stakeholders via forums, workshops, symposiums, webinars and meetings to share knowledge and facilitate collaboration on conservation priorities.</p> <p>2.1.3</p> <p>Support and promote Indigenous leadership and Traditional Knowledge, and work to embed First Nations perspectives into nature conservation policy and practice.</p> <p>2.1.4</p> <p>Engage with diverse partners on conservation priorities, and support cross-sectoral collaboration for nature conservation.</p>
	<p>2.2</p> <p>Stimulate cooperation and catalyse informed action for nature conservation.</p>	<p>2.2.1</p> <p>Coordinate relevant stakeholders to assist Australia's delivery on international and national nature conservation agreements, policies, strategies and action plans.</p> <p>2.2.2</p> <p>Lead and coordinate with relevant stakeholders to produce publications and other outputs, including evidence-based recommendations for conservation action.</p>

GOALS	OBJECTIVES	STRATEGIES
3	3.1	3.1.1
<p>Enhance our engagement and impact</p> <p>Diversify our audiences, explore new approaches to engagement, foster connections with global networks, and deliver opportunities and impact.</p>	<p>Expand and diversify the people and organisations we engage with.</p>	<p>Increase engagement with practitioners, volunteers, the general public, business, industry, and other sectors. Support and build capacity for existing cross-sector networks.</p>
	3.2	<p>3.1.2</p> <p>Increase dialogues and supportive collaborations with Indigenous People Organisations (IPOs) and Indigenous Land and Sea Managers.</p>
	<p>Work more effectively in and outside the sector.</p>	<p>3.2.1</p> <p>Aim to break through silos and engage with new audiences, while exploring new and innovative approaches to engagement with all audiences.</p>
	<p>3.3</p> <p>Foster connections between network members, Commissions, the Oceania Regional Office, other National Committees, the IUCN Council and the IUCN Secretariat.</p>	<p>3.3.1</p> <p>Seek out and support opportunities for connection and communication between members, IUCN Commissions, the Oceania Regional Office and the IUCN Secretariat.</p> <p>3.3.2</p> <p>Build a closer relationship with other regional and national committees through the IUCN Global Group for Committee Development and other initiatives.</p>
3.4	3.4	3.4.1
	<p>Deliver opportunities and make a positive impact.</p>	<p>Encourage and coordinate member participation in major IUCN international events, and aim to provide members with IUCN global collaboration opportunities.</p>
		<p>3.4.2</p> <p>Scan for needs and aim to fill national conservation gaps where relevant and possible</p>

GOALS	OBJECTIVES	STRATEGIES
4	4.1	4.1.1
<p>Raise our profile, reputation and reach</p> <p>Raise the organisational profile and reputation, and retain and grow the membership base.</p>	<p>Raise the organisational profile and reputation.</p>	<p>Raise our profile by building our presence and reach, growing visitation, registrations and engagement with our communications platforms, events and initiatives.</p> <p>4.1.2</p> <p>Enhance our reputation by sharing our achievements and demonstrating value to members, partners, and the nature conservation sector.</p> <p>4.1.3</p> <p>Increase awareness and understanding of our role and purpose, prioritising clarity and accessibility for new audiences.</p>
	4.2	4.2.1
	<p>Retain, nurture, and grow the membership base.</p>	<p>Retain and nurture our membership network by providing value through consistently positive and rewarding experiences, opportunities and communications.</p> <p>4.2.2</p> <p>Grow our membership network by inviting eligible organisations to engage in our activities, and recruiting target organisations via communications and rewarding experiences.</p> <p>4.2.3</p> <p>Work with the IUCN Secretariat and Oceania Regional Office to create appealing, tangible membership benefits for Indigenous Peoples Organisations.</p> <p>4.2.4</p> <p>Survey members for feedback and testimonials, and review membership categories to ensure target organisations are in alignment with achieving our mission.</p>

GOALS	OBJECTIVES	STRATEGIES	
<p>5</p> <p>Ensure long-term organisational sustainability</p> <p>Ensure organisational viability by following the highest standards of financial management, planning and governance.</p>	<p>4.1</p> <p>Ensure ongoing financial viability.</p>	<p>4.1.1</p> <p>Secure and grow the primary income streams of memberships, events, and government support.</p>	
		<p>4.1.2</p> <p>Diversify and build new income streams including investment interest, grants, partnerships, sponsorships, philanthropic gifts and donations.</p>	
	<p>4.2</p> <p>Ensure the highest standards of financial management and governance.</p>	<p>4.2.1</p> <p>Ensure a high level of financial management including checks and balances, regular reporting to the board, and clearly recorded, independently reviewed annual reports.</p>	<p>4.2.2</p> <p>Maintain a strong Board with broad expertise and a diversity of perspectives, including Indigenous representation.</p>
			<p>4.2.3</p> <p>Ensure a high standard of corporate governance that meets all relevant regulatory, legal, ethical, and financial standards, in accordance with our Constitution and IUCN Statutes and Regulations.</p>
			<p>4.3.1</p> <p>Activate network expertise and encourage participation in events, meetings and projects.</p>
		<p>4.3</p> <p>Build the long-term capacity of human resources and pro-bono support for the organisation.</p>	<p>4.3.2</p> <p>Seek capacity building and professional development opportunities for staff and Board members.</p>



More Information:

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