

Phillip Island Nature Parks FUTURE DIRECTIONS SUMMARY

This is why we are here – **Our Purpose**

To protect nature for wildlife and inspire people to act.

This is what we want to be – **Our Vision**

A place where conservation and ecotourism excellence inspire people to actively protect the environment.

Our Values

**NATURE
CONSERVATION
IS PARAMOUNT**

**ENGAGING
EXPERIENCES**

**FUTURE
FOCUSED**

**DELIVERING
OUTCOMES
TOGETHER**

The Nature Parks is a world-renowned destination of conservation excellence offering high impact visitor experiences that translate into action for the environment.

Following the extraordinary challenges faced since the start of the COVID-19 pandemic, Phillip Island Nature Parks is focused on building a sustainable future, to ensure the Nature Parks reserves and tourism experiences continue to thrive.

The Future Directions strategy is focused on recovery priorities with the aim of achieving a successful funding model showcasing environmental and financial sustainability that benefits Phillip Island and beyond. This model in which tourism spend enables the delivery of conservation and land management activities, is paramount to achieving our purpose – to protect nature for wildlife and inspire people to act.

Phillip Island Nature Parks

FUTURE DIRECTIONS SUMMARY

Strategy 1

DELIVER HIGH PRIORITIES FROM THE 5 YEAR CONSERVATION PLAN & 30 YEAR CONSERVATION VISION

The Nature Parks worked with community and key stakeholders in 2019 to develop a 30 year vision for Phillip Island's environment. The vision highlighted the following priorities:

1. Conserve, protect and improve our reserves for wildlife.
2. Protect marine and coastal environments from increasing climate change threats.
3. Maintain Research-led conservation excellence.
4. Engaging people in conservation.
5. Rewilding Phillip Island to reverse the biodiversity loss experienced over the previous decades.

To achieve our vision this work must progress and the Nature Parks strategies are designed to ensure that essential conservation work continues.

Strategy 2

NEW PRODUCTS FOR NEW & FUTURE MARKETS

The Nature Parks experiences will be reviewed and modified, and new experiences developed, to accommodate both international and domestic visitors.

The development of a Threatened Species hub at the Koala Conservation Reserve will showcase conservation excellence.

Strategy 3

DIVERSIFY INTO CONFERENCES & EVENTS

The Nature Parks now has a significant opportunity to enter the business events and conferences market. Venues at the Penguin Parade and Nobbies are the ideal locations for these activities and are currently underutilised. This offering will combine beautiful venues with conservation-based activities and authentic wildlife experiences.

Weddings and other events at Churchill Island will also draw a different visitor to this venue.

Strategy 4

A NEW APPROACH TO MARKETING & SALES

The Nature Parks visitors pre-pandemic, were predominantly driven through partnerships with a range of tour operators and online sales channels. The disruption to travel and those involved in booking and delivering experiences has been substantial.

This disruption has led to the Nature Parks focus on improving the direct booking experience. Focus on our international traveller will be maintained and we will ready the business to welcome back our key sales partners.

The development of a visitor research strategy will also help to understand and address our visitor's needs.

Penguin Live TV has been a global hit, bringing joy around the world during the pandemic. Nature Parks will continue to find new ways to connect and engage with an increasing audience through online platforms.

Strategy 5

IDENTIFY ALTERNATIVE FUNDING SOURCES

The Nature Parks tourism business has been significantly impacted by the pandemic and restrictions on international arrivals.

Developing partnerships with like-minded organisations, leveraging the Penguin Foundation, and working closely with the State Government will help secure ongoing financial sustainability for Nature Parks.

Strategy 6

ESTABLISH ORGANISATIONAL GOVERNANCE STRUCTURES & PRACTICES

The Nature Parks is committed to conservation efforts and delivering major projects through an agile and inspired workforce.

To enable maximum efficiency and effectiveness in these areas, there is an opportunity to review and improve ongoing business operations and processes.

Strategy 7

FOSTER A SAFE & INCLUSIVE CULTURE For our staff, volunteers, contractors, community and visitors

The Nature Parks boasts a skilled and passionate team that value the Nature Parks conservation vision.

Our success is our people. To improve outcomes, we will focus on developing greater alignment within our workforce by establishing new values and investing in development for our people leaders.

We will also be intentional in identifying the culture we would like to create into the future and dedicate resources to creating this culture.

Strategy 8

ISLAND WIDE PROJECTS & PLANNING

The Nature Parks plays an important role within the community to maintain community assets and improve the liveability and the visitor amenity for parts of Phillip Island.

The Nature Parks will progress many of these initiatives in the short to medium term to provide the best opportunity to secure funding.