

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Bunurong as the Traditional Owners of Milawul, the land on which we live, work and learn.

We pay our respects to their Elders past and present.

We walk together, respectfully caring for the Country, sea, waters and sky of Milawul.

CHAIR AND CEO WELCOME

Firstly, we acknowledge that Bunurong people have cared for Country on Phillip Island (Milawul) for tens of thousands of years and throughout this time the natural environment thrived in sustainable balance. We still have much to learn about managing Country as we strive to re-create an adapted version of the harmony that was in place prior to European Settlement. Bunurong people and knowledge are integral to achieving this goal and this plan establishes our intent to help empower Milawul's First People in creating its future.

Throughout this journey, the Nature Parks will continue to play in important role in ensuring the health of Milawul's environment and we recognise that the restoration process commenced long before our establishment, with some incredible milestones achieved over the past 50 years. We are grateful for the passionate community of conservationists, land holders, advocates and successive governments who sought to rescue land for nature and invested many hours into its restoration.

Phillip Island Nature Parks was created in 1996 to care for public land with natural or historical significance using funds generated from tourism. We recognise that our sustainable funding model is key to our success and caring for the little penguin colony on the Summerland Peninsula is an important ecological priority that is also crucial to ensure the economic health of our organisation and our region.

While we recognise the challenges ahead of us, including the immense pressure from climate change, we also relish the opportunity to grow the natural environment, improve ecosystems, reinstate diversity and harness the power of people to shape a better future.

We believe that our tourism experiences can create the awe and wonder required to educate and inspire a diverse range of people. We are also confident that with our community and collaborators, we can create bigger and better natural environments on Milawul, where wildlife and people thrive together.

Kevin Love Board Chair Catherine Basterfield
Chief Executive Officer

CHALLENGES AND OPPORTUNITIES, NOW AND IN THE FUTURE

There are few places in Australia that have the unique wildlife, heritage, culture and scenic beauty of Phillip Island (Milawul). Arriving on the island via water or over the bridge, the mix of agricultural, urban, coastal, woodland, grassland and marine environments creates a rich sense of place and community that is loved by locals and visitors alike.

We have developed the Nature Parks 30-year vision of Phillip Island (Milawul) to drive actions that respect and enhance its unique character, create opportunities for connection to nature, while building resilience to climate change, biodiversity loss and other human-induced pressures.

Climate change is forecast to have considerable impacts on the marine and terrestrial environments of Phillip Island (Milawul) over the next 30 years, and the impacts are accelerating since we first described our conservation vision five years ago. Storm surges are already accelerating cliff, beach and foreshore erosion, while rising sea levels may be encroaching lower-lying areas of the island.

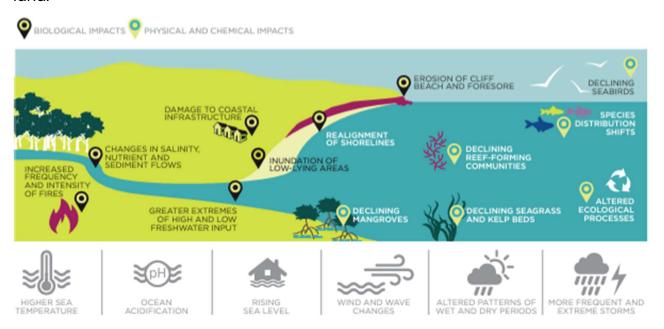
Increasing ocean temperatures are disrupting the marine food-web, and this disruption creates the opportunity for new marine species to arrive and displace existing marine species, as they battle for food and suitable water temperatures. Our coastal birds and mammals are also threatened by High Pathogenicity Avian Influenza (HPAI H5N1 strain) and other diseases.

On land, climate change is already increasing the frequency and intensity of fires, droughts, extreme temperatures and rainfall. Scientific modelling indicates that over the next 30 years, some of the island's freshwater ecosystems are likely to become saline or dry out, mangroves are likely to retreat or disappear, and some vegetation communities such as Swamp Paperbark scrubs will transform into new ecosystems.

However, there are also many opportunities for Phillip Island (Milawul), and we are excited by our regenerative vision over the next 30 years. As we share this plan, businesses and communities alike are increasingly focused on reducing their impacts on nature. The Phillip Island and San Remo Destination Management Plan shares a vision of 'tourism for good', which supports a regenerative model of tourism giving back and supporting a thriving community. Similarly, the Bass Coast Shire Council has shared a vision for our community that cherishes the local environment and landscapes whilst celebrating our unique community character. This is an unparallelled time of alignment in aspirations between agencies, businesses and community on Phillip Island (Milawul) and the Nature Parks is excited to play its role in shaping this future.

For decades we have harnessed the benefits of tourism to accelerate the renewal of ecosystems on Phillip Island (Milawul) and today these unique tourism experiences are even more important to an increasingly urban society. They not only provide a much-needed opportunity to connect with wildlife in natural surrounds, but they sustain and support thriving wildlife populations and their habitats, which in turn drives the local economy. It is this model that remains our competitive advantage.

Victoria is on the cusp of commencing Treaty negotiations with Victoria's First Peoples, to put practical frameworks in place to implement better policies and make sure First Peoples have a say in decisions that impact their lives. Treaty and the negotiations that precede and follow will have a significant effect on the Victoria's relationship with First Peoples, particularly for organisations like the Nature Parks that manage areas of public land.



OUR VISION

"An island haven where nature and people thrive together"

Phillip Island (Milawul) is a haven for flora and fauna, protected by its community and enhanced by those who visit its unique natural wonders.

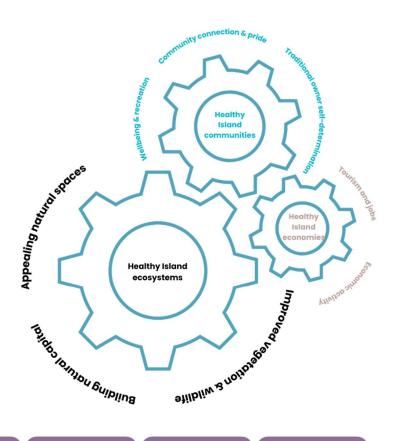
It is a global example of a thriving island ecosystem that is resilient and adaptive to the changing natural world, while creating mutual benefit for both nature and people.

The rich culture of Milawul is celebrated and protected and its First People are empowered to fulfill their aspirations for this unique Country.

OUR LONG-TERM IMPACT

To address the challenges and opportunities, now and into the future, our shared vision for Phillip Island (Milawul) for the next 30 years is regenerative, whereby nature, communities, and local economies thrive.

Through collaborative partnerships, our primary long-term impact will be the continued protection and restoration of healthy island ecosystems, and the delivery of world recognised nature-based experiences, as we strive to create healthy communities and economies for Phillip Island (Milawul).





To guide us towards our Vision, we have established six ambitious and forward-thinking priority areas with associated actions. Each of our six priority areas highlight our most important organisational priorities and reflect our ambitious goals.

We will channel the knowledge, passion, and dedication of our team and work collaboratively with others to maximize our efforts. Each priority area includes clear objectives and measurable targets, allowing us to track our success over the life of this Strategic Plan.

OUR VALUES

Our Values guide our decisions and are the principles in which we operate; they reflect the way our team work together and with others to achieve our Vision and the goals identified in this Strategic Plan.



NATURE CONSERVATION IS PARAMOUNT

Nature Conservation is Paramount

We consider nature first, we are guided by Bunurong, our decisions are research led, and we choose sustainable options.



ENGAGING EXPERIENCES

Engaging Experiences

We delight in sharing natures wonder, we are welcoming and inviting, and we have fun while we work.



FUTURE FOCUSED

Future Focused

We plan for profit, we take initiative, embrace change and always look for better ways to deliver.



Delivering Outcomes Together

We are inclusive, open and transparent. We build trusted partnerships by delivering on promises.

DELIVERING ON OUR STRATEGIC PRIORITIES 2025-2035



Bigger and better natural areas

Working together, our regenerative approach will enhance the island's natural areas, fostering thriving ecosystems and wildlife that inspire awe and wonder, and increase the natural capital of Phillip Island (Milawul).



The overall extent of native habitats across Phillip Island has increased



Phillip Island's native habitats have advanced condition, resilience and capacity to adapt under climate change



A coordinated network of champions are driving change for nature on Phillip Island



We understand the risks to our sensitive marine and coastal environments

How we measure success



Climate-adapted revegetation is introduced



35 hectares of Nature Parks managed land is revegetated



Partnerships are established to improve natural capital across the island



Impact of over- abundant wildlife is reduced



Pest plant and animal controls are maintained



Condition of freshwater habitats are improved

Thriving wildlife

Phillip Island (Milawul) is a sanctuary for diverse and sustainable wildlife populations.



Wildlife diversity is maintained on Phillip Island through climate adaption and assisted transition



Minimize extinction risk on Phillip Island and beyond



Little Penguins maintain a stronghold population on Phillip Island

How we measure success



Effectively reduce risks to key species



Penguin habitat is climate resillient and accessible



Healthy populations of at least two threatened species are restored



Koala Conservation Reserve has a conservation role in state-wide programs

Bunurong self-determination

The Nature Parks will support and empower current and future generations of Traditional Owners to care for Country through self-determination. The Nature Parks will work to embed Bunurong aspirations into our decision making, planning and management.



Bunurong aspirations are embedded into decision making, planning and management



Collaborative management of Country



Effective engagement in strategy and planning



We are engaged, educated and an active ally in Victoria's Treaty process

How we measure success



Partnerships are established and are providing value to the Bunurong people



Aboriginal and Torres Strait Islander leaders are established within the Nature Parks



Traditional knowledge and practices are incorporated into land management activities



The visibility of our true history and Bunurong culture on Milawul is enhanced



See also Priority 5, Supporting a vibrant community

Excellence in regenerative tourism

Our regenerative tourism will be world-leading, offering exceptional facilities, commercially and environmentally sustainable operations, and diverse, engaging visitor experiences that inspire wonder.



Phillip Island's reputation as a world class wildlife destination is enhanced



Visitor experiences are inspiring, engaging and educative



Facilities are designed to connect people with nature, complement their environment, are safe and sustainable



Our visitor experiences drive profit for a purpose

How we measure success



The Summerland Peninsula Master Plan reimagines the future of this iconic location



Commercial growth targets achieved



Consistent, quality experiences evidenced by strong Net Promoter Score



World leading certification attained to recognise this special place

Support a vibrant community

The Nature Parks envisages a vibrant island community supported by healthy ecosystems and inclusive access to nature. Its social license is strengthened by its growing community connections.



Appealing and accessible natural areas provide a connection to nature



We are champions for Reconciliation within our community



We value the voices in our community and they help shape our future



Grow the number and breadth of our local community champions

How we measure success



Improved accessibility across all sites



First Nations community partnerships maintained and strengthened



Gaps in trail networks are minimised



Increased number of community members engaging with the Nature Parks



Coasts and reserves users value nature



See also Priority 3, Traditional Owner selfdetermination

Strong organisational foundations

Our strong organisational foundations will foster a culture of collaboration and innovation, support the wellbeing of our staff and maintain financial sustainability, to support our long-term vision.



Create a workplace where collaboration, innovation and inclusivity come naturally



Make safety second nature



Grow sustainably for the future



Simplify, innovate and stay ahead



Our brand inspires trust and connection

How we measure success



We are an employer of choice in our region, recognised by awards and feedback



We are carbon neutral by 2030 and seek sustainable accreditation



Our technological capability is maintained and cybersecurity strengthened



Diversified revenue sources are established and meeting targets



Leaders are grown from within our team

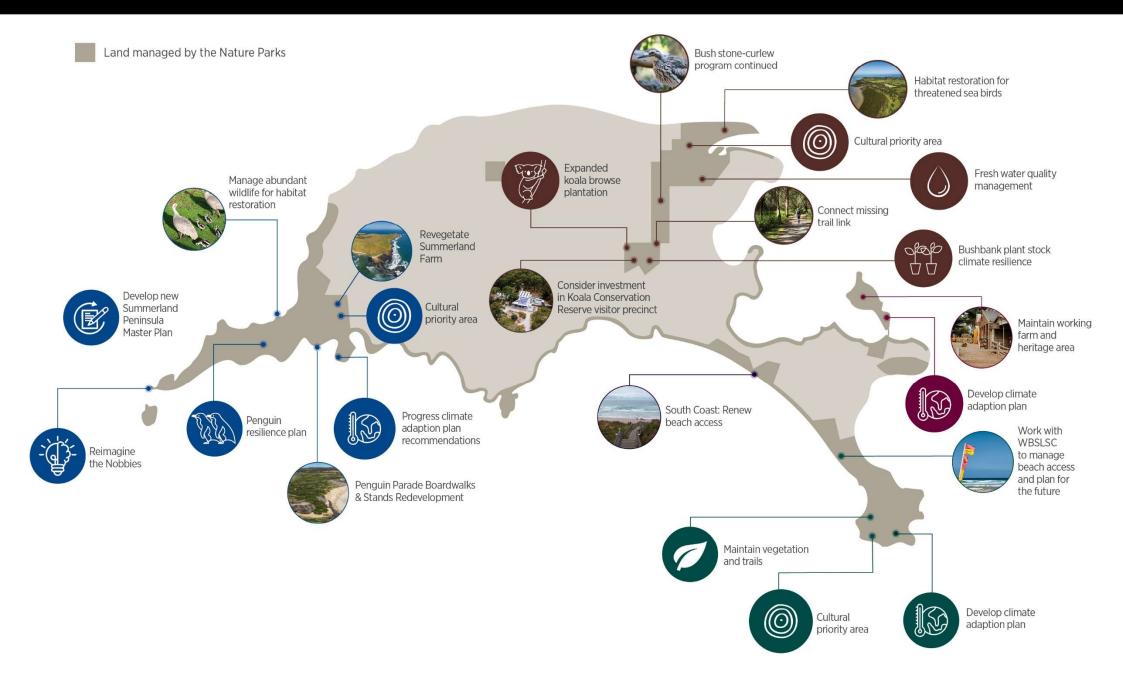
OUR PLAN ON THE GROUND

The Strategic Plan will help guide our work towards our vision and grow our impact over the coming decade.

Some of our priorities relate to on-ground actions and we have mapped the significant initiatives identified for the next 5 years to help demonstrate how we will bring this strategy to life.



2025 Our On-ground Priorities



GUIDING LEGISLATION AND FRAMEWORKS

The Nature Parks works in the context of international, national, state and regional legislation and policy frameworks. Those most relevant to the Nature Parks are listed below.

Protecting Victoria's environment- Biodiversity 2037	The Victorian Government's plan to stop the decline of our biodiversity and achieve overall biodiversity improvement over 20 years. Launched in 2017, this plan presents a long-term vision for Victoria's biodiversity supported by two overarching goals.
Australia's 30 x 30 target	Implements the UN's 30 x 30 Kunming-Montreal Biodiversity targets.
Australia's Threatened Species Action Plan	The Threatened Species Action Plan 2022-2032 maps a pathway to protect, manage and restore Australia's threatened species and important natural places.
Victoria's Marine and Coastal Act and Policy	Victoria's marine and coastal management is an integrated, coordinated, whole-of-government approach that enables the protection of marine and coastal values and addresses long-term challenges.
Crown Reserves Act	The key legislation governing Crown land reserves in Victoria.
Victoria's 2035 Emission Reduction Targets	Victoria has set world-leading targets to cut the state's greenhouse gas emissions and achieve 45-50% reduction by 2030 on a pathway to net zero emissions by 2045.
The Paris Agreement	Seeks to hold the increase in the global average temperature to well below 2°C above pre-industrial levels and pursue efforts to limit the temperature increase to 1.5°C above pre-industrial levels.
Thrive 2030	THRIVE 2030 is Australia's national strategy for the long-term sustainable growth of the visitor economy.
Experience Victoria 2033	Experience Victoria 2033 is a strategic plan to shape the future of Victoria's visitor economy over 10 years.
Phillip Island and San Remo Destination Management Plan	The purpose of this Destination Management Plan (DMP) is to recognise and realise the full value of tourism by ensuring it is a positive force for people, nature, and our economy over the next 10 years.
Bass Coast Council Community Vision 2041	This Community Vision will help guide Council, partners and the broader community with planning and decision making over the next 20 years.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The challenges facing our environment are growing more urgent every day.

Climate change is amplifying the impact of extreme weather events, while human activities continue to drive habitat destruction, species extinction, and plastic pollution, especially in our oceans. The social environment is also changing and access to opportunities remains unequal across our communities.

Recognizing these challenges, the United Nations introduced the 2030 Sustainable Development Goals (SDGs) as a global framework to inspire collective action towards a more sustainable and equitable future.

At Phillip Island Nature Parks, we are deeply committed to these goals and believe that we have a vital role to play in addressing environmental and social challenges. Our work, guided by our commitment to conservation and community, aligns with key Sustainable Development Goals that empower us to make a meaningful impact.

We can contribute to and drive positive change toward to the following SDGs.











































ACKNOWLEDGEMENTS

Nature Parks has worked with several agencies and community groups to prepare this Vision and Strategic Plan. These partnerships with Nature Parks' neighbours, the local farming community, business and wider community, staff, volunteers, students and collaborating organisations that will be vital to the delivery and resilience of Phillip Island (Milawul).

Phillip Island Nature Parks would like to thank the following key stakeholders for their participation and contribution to the development of this Vision and Strategic plan.

- Australian Ecosystems
- Bass Coast Landcare Network
- Bass Coast Shire Council
- Bunurong Land Council Aboriginal Corporation
- Department of Energy, Environment and Climate Action
- Destination Phillip Island
- Invasive Species Council
- Landholders
- Newhaven College
- Odonata Foundation
- Parks Victoria
- Phillip Island Conservation Society
- Phillip Island Landcare
- Phillip Island Land Alliance
- Phillip Island Nature Parks Board, staff and volunteers
- Sheltered Glamping
- Smith's Beachcomber Association
- Western Port Biosphere
- Westernport Water (TBC)
- World Wildlife Fund Australia
- Zoos Victoria
- Members of the Nature Parks Community and Environment Advisory Committee
- Members of the Nature Parks Reconciliation Advisory Committee

