



Hinterland Bush Links
connecting restoring protecting
the Sunshine Coast Hinterland

Strategic Plan

Strategic Plan 2022 – 2027



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Hinterland Bush Links is a dedicated not-for-profit environmental organisation working on the Sunshine Coast Hinterland with the community to connect, restore and protect native vegetation.

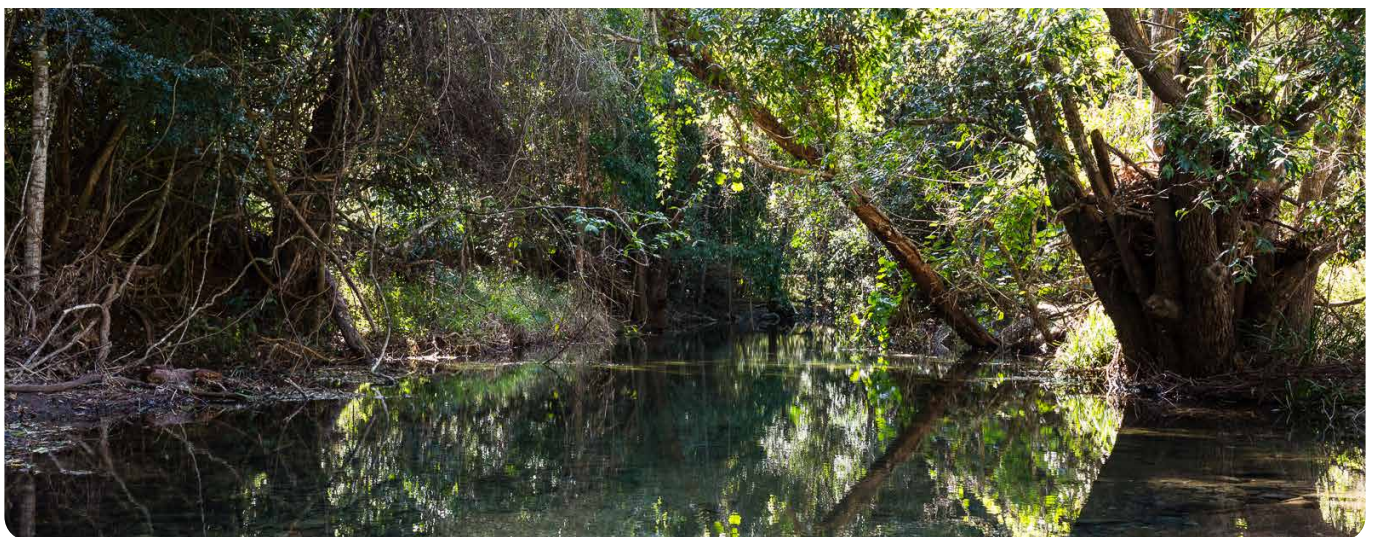
We are well supported and established in the community with over 350 members. We have been operating for 11 years based in Maleny.

OUR REGION

We focus our work in a region recognised globally of environmental value. It is known as a biodiversity “hotspot”. Noosa is a Biosphere Reserve and the Sunshine Coast also has a nomination bid pending for Biosphere Reserve status with UNESCO.

Hinterland Bush Links works from Caboolture to Gympie and the Sunshine Coast to the Brisbane Valley across 5 local government areas. (Noosa, Sunshine Coast, Gympie, Moreton Bay and Somerset Council areas). Within this large region, we target specific corridors that link hubs of existing native vegetation.

The map indicates the extent of our project area.



OUR ORGANISATION

Since 2011, we have been working with over 100 landholders to deliver on-ground revegetation and weed control. We will continue this work.

We work together with the community, volunteers, private landholders, government bodies and like-minded organisations.

We build strong relationships.

We encourage and support public and private landholders to preserve and restore habitat for wildlife on their properties through on-ground weeding and tree planting work.

We work strategically in thought-out wildlife corridors that connect wildlife hubs.

We are independent, non-political and not-for-profit.

Our group comprises of paid staff, volunteers and members.

We focus on practical on-ground activities predominantly weeding and tree-planting.

We make conservation work for private landholders accessible by offering many of our services at no cost to them.

Our core programs are Roving Restorers, the Upper Mary Valley Weed Vine Project and an Ecology Course for landholders.

We stay open to new programs including a Hinterland Koala Habitat Restoration project.

We are agile, innovative and adaptable with our programs to be sustainable as an organisation.



OUR MISSION AND VALUES

Our Vision

Landscape-scale conservation to connect, restore and protect native vegetation.

Our Mission

Empowering and supporting local landholders to protect, restore and connect native vegetation, ultimately improving landscape-scale wildlife corridors and helping secure biodiversity all of nature for longevity.

Our Values

Supportive, Sustainable, Passionate, Accessible, Collaborative, Generous, Inclusive

How We Work

We are strategic

We build trust

We empower our members, volunteers and the landholders we work with

We support and collaborate with like-minded organisations

We focus on practical on-ground works

We are generous, ethical and community minded



FOCUS AREAS

The core areas of focus for Hinterland Bush Links are:



Habitat Restoration

Strategic habitat restoration in wildlife corridors.

We carry out practical on-ground weeding and tree planting work through Roving Restorers, the Upper Mary Valley Weed Vine Project and Hinterland Koala Habitat Project.



Community Involvement

We bring people together and create a committed, generous, skilled and passionate community of 60+ volunteers who work in the management committee, bush regeneration and office work.

We build strong relationships with private landholders and encourage and support them to carry out conservation work on their land.

We have a strong following of over 350 members.

We work together with government bodies and like-minded organisations.



Community Education

We provide a monthly newsletter, active social media education campaign and facilitate a Subtropical Forests Ecology Course bi-annually and other educational workshops/talks/walks for landholders.



Organisational Excellence

We strive for organisational excellence. We have strong governance, leadership and business performance enabling effective delivery of our programs and projects and sustainability of the organisation into the future.

OUR GOALS

Habitat Restoration:

To undertake revegetation and restoration works to create healthy habitat and strategic corridors in the Hinterland region between Gympie and Caboolture

- Continued support of private and public landholders in restoration of native bush.
- Continuation of two Roving Restorer groups – one on Sunshine Coast Hinterland, another in the Noosa region.
- Continued support of Bushcare groups
- Continued mapping and control-works for weed vine invasions in the Upper Mary Valley catchment, according to an established strategy.
- Secure funding to continue weed vine work.
- On-ground weeding and tree planting work on a Koala Habitat Project

Community Involvement

To expand our community of volunteers, supporters and strategic partners who work with us to achieve our vision:

- Consistent and regular communication and engagement of HBL in the community through a broad range of channels – face-to-face contact, social media, newsletter, emails, attendance and support at other organisations events, facilitating events.
- Acknowledging and honouring the support we do receive
- Increased membership and member engagement and participation in HBL activities
- A high level of liaison and partnership with other organisations
- High quality communications and online presence
- Increase our donor base and attract new funding sources

Community Education

HBL members and the community have a sound knowledge of the ecological importance of protecting, restoring and connecting healthy native bushland, and the capacity to undertake habitat restoration projects

- Utilise social and traditional media to engage the community in an informative discussion about our native fauna and flora
- Full enrolment in Subtropical Forests Ecology Course
- Annual educational workshop program
- Regular information for our members through our monthly newsletter

Organisational Excellence

Hinterland Bush Links' Management Committee, paid employees and volunteers have the skills and knowledge to enable the organisation to achieve its goals with confidence, security and integrity.

Everyone is appreciated, acknowledged and respected and the organisation monitors workloads to ensure the involvement is sustainable and not at detriment to its people.

- Workers avail themselves of training and development opportunities that are appropriate to their role.
- Hinterland Bush Links operates under high standards of governance, meeting and surpassing all legislative requirements
- Hinterland Bush Links is transparent in its operations and reporting
- Hinterland Bush Links is a diverse and inclusive organisation
- Remain agile with works to keep abreast of changing circumstances and remain sustainable
- Hinterland Bush Links supports and protects the people involved in the organisation to ensure their



Photos: Christine Bull, @caughtincolour1

TRADITIONAL CUSTODIANS

We acknowledge the traditional custodians of the Hinterland Bush Links region, the Kabi Kabi, Jinibara and Wakka Wakka People. We pay respect to elders past, present and emerging.

HINTERLAND BUSH LINKS INC.

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www.hinterlandbushlinks.org

