



**wheatbelt**  
natural resource  
management

**STRATEGIC PLAN**  
**2012 - 2015**

Wheatbelt Natural Resource Management Incorporated (Wheatbelt NRM Inc) is an independent community-based organisation leading natural resource management (NRM) endeavours within the Avon River Basin. The organisation operates from its Northam office, Western Australia, and exists as the second largest of the six NRM regional organisations in the State, with responsibility for the 12,000,000 hectares of the Avon River Basin.

This document presents a clear 3-year strategic direction that ensures Wheatbelt NRM Inc effectively responds to National, State and regional NRM needs and fosters productive relationships with the community to support and progress its strategic objectives. This Strategic Plan is supported each year by an Operations Plan that sets out how resources will be allocated and utilised in progressing the strategic objectives in this document.

### The Wheatbelt NRM Incorporated vision is:

to bring exemplary natural resource management to the Wheatbelt to create healthy environments and livelihoods.

### This vision is supported by Wheatbelt NRM Inc's mission to:

1. lead NRM through excellence in our regional strategy and delivery, our team and our governance;
2. work in collaboration with our community and partners in pursuit of fulfilling our vision;
3. engage with Governments in National, State and local NRM initiatives;
4. identify and support beneficial research;
5. promote and coordinate improvements in environmental, cultural, social and industry practices beneficial to NRM; and
6. empower and build capacity with the community to create healthy environments and livelihoods.



### Values of Wheatbelt NRM Inc

The values that Wheatbelt NRM Inc holds as important and that guide its ethical behaviour, partnerships and community engagements include:

1. **Healthy environments** -- recognising the value of natural assets and the importance to preserve and improve natural resources for future generations;
2. **Leadership** – promoting and leading behaviours that help bring together communities to progress clear and shared goals;
3. **Collaboration** – partnering and developing relationships to foster information sharing, capacity building and working in unity for the benefit of natural resources;
4. **Ethical and diversity** – being honest, trustworthy, transparent, respectful and recognising the value of different viewpoints;
5. **Organisational empowerment** – offering a challenging, safe and rewarding work environment that facilitates the attraction, retention, development and performance of quality people; and
6. **Outcomes focus** – delivering quality and lasting outcomes through community ownership.

## Strategic Objectives for 2012-2015

There are eight strategic objectives for the 2012-2015 period categorised by strategic theme areas. Each strategic objective contributes to the overall succinct strategy statement.

### Healthy Environments

#### SO 01

To deliver NRM programs that protect and enhance the Wheatbelt environment.

#### SO 02

Actively incorporate Aboriginal knowledge to improve NRM.

### Sustainable Industry and Livelihoods

#### SO 03

Supporting industry practice for the sustainable use of natural resources.

### Productive relationships

#### SO 04

Ensure Wheatbelt NRM has a strong relationship with its community with a particular focus on youth.

#### SO 05

Active input into Government policy that shapes natural resource management for the benefit of the Wheatbelt.

### Organisational Excellence

#### SO 06

To update the Wheatbelt NRM community strategy to ensure it continues to achieve our vision.

#### SO 07

Secure funding and new business opportunities to deliver environmental solutions to the Wheatbelt.

#### SO 08

Ensure WNRM has a strong governance framework supported by efficient and effective business systems and processes.

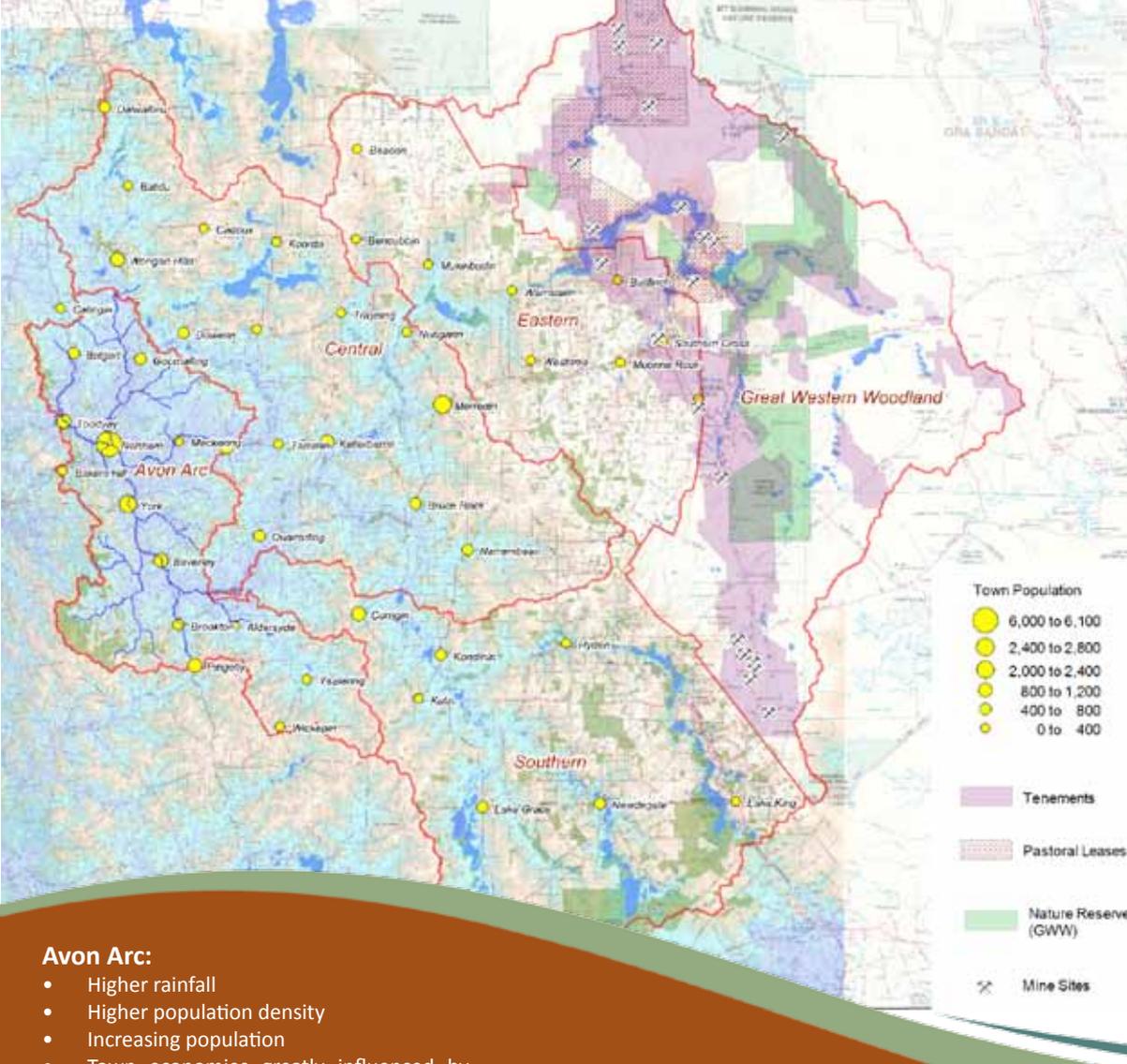
The Wheatbelt NRM Inc succinct strategy statement for 2012-15 is:

**By 2015 have 3,500(10%) members of the Wheatbelt community actively engaged in improving the environment of the Wheatbelt through our regionally-focused, multi-disciplinary, high quality strategies and programs.**



## The Avon River Basin

The boundaries illustrated in this map are principally based on major natural topographical divides within the regions river and lake systems. However, these boundaries also have close relationships to natural environmental, social and industry boundaries, rainfall and land use systems. These boundaries in part reflect IBRA\* sub regions, and cropping zones in the south west of Western Australia in addition to a range of socio-economic trends.



### Wheatbelt Natural Resource Management Inc

75 York Road  
Northam Western Australia  
PO Box 311 Northam WA 6401

Phone: (08) 9670 3100  
Fax: (08) 9670 3140  
Email: [info@wheatbeltnrm.org.au](mailto:info@wheatbeltnrm.org.au)  
Web: [www.wheatbeltnrm.org.au](http://www.wheatbeltnrm.org.au)

#### Avon Arc:

- Higher rainfall
- Higher population density
- Increasing population
- Town economies greatly influenced by services industries
- Increases in urban and peri urban land use development
- Early cleared, high level of local extinctions
- Avon and Swan River impacts
- Management of land use planning

#### Central Region:

- Moderate population density
- Declining population
- Economy reliant on agriculture
- Muted structural adjustment in agricultural industry leading to increasing economic stress
- Early settled, high clearing rates, extensive local extinction
- Moderate access to essential social services

#### Eastern Region:

- Low population density
- Declining population
- Limited access to essential social services
- Emerging influence of mining on the local economy
- Ongoing structural adjustment with agricultural enterprises
- Later clearing, moderate clearing rates, important ecological refuge

#### Southern Region:

- Low population density
- Declining population
- Limited access to essential social services
- Ongoing structural adjustment with agricultural enterprises
- Most recent clearing, lower clearing rates, important ecological refuge

#### Great Western Woodland:

- Limited clearing
- Dominated by mining, traditional and conservation land uses
- Significant areas of Unallocated Crown Land (83%), open to potential future change in land use
- Key threats associated with changes to fire management, feral animal control, weed invasion and vegetation disturbance
- Limited largely inactive pastoral leases