



From the Chair

It is with pleasure that we present the PHCC's Strategic Direction 2019-2029.

Our Strategy provides the framework to continue to engage and support our dedicated community to protect our natural assets, from our rivers, to our Estuary, our forests and farmlands. We will continue to use science and knowledge to underpin our activities as we work together to improve the health of our catchment. A healthy economy and social prosperity relies on a healthy biodiverse environment.

The contribution of community and Board members volunteering their time and expertise is much appreciated. This strong grassroots connection to community is a vital part of the culture at PHCC, as is our strong relationship with our Noongar community. Our dedicated, skilled staff provide professional support as we move forward, extending our networks and works program, across our Catchment.

We continue to face significant challenges. The impacts of a changing climate continue to escalate and we would be naïve to not recognise we are in a climate crisis, and adjust our actions in response.

Our ability to deliver on our collaboratively chosen goals of leadership, financial resilience, influence, engagement and enabling community and the delivery of quality outcomes is strong.

The uniqueness of our Binjareb landscape is rich with opportunity. We are so fortunate, and we need to continue to work together to protect and restore our Catchment to enable it to be healthy, productive and resilient. We invite you to join us.



Caroline Knight
Chairman

Our Vision for the Peel-Harvey Catchment

The Peel-Harvey catchment is once again a flourishing network of interconnected, productive landscapes, with diverse, healthy and resilient ecosystems, globally and locally recognised, acknowledged and embraced for its environmental significance. It is wisely managed by a community that values it – people working together for a healthy environment.

Our Mission as the Peel-Harvey Catchment Council

We are key agents for change towards a healthier Peel-Harvey catchment. As environmental stewards we will encourage and enable effective catchment management to create a healthier natural environment in the Peel-Harvey by:

- Building community education and capacity
- Influencing and leading critical thought and environmental pride
- Exemplifying and implementing best practice

Our Principles and Values

Values that guide the interpersonal behaviour of all our people

- Respect
- Trust
- Courage
- Open communication
- Reflective practice
- Integrity

Principles that guide the professional practice of all our people

- Commitment to excellence
- Evidence-based decision-making
- Involving the most appropriate people with the best knowledge and experience when setting priorities
- Demonstrating credibility
- Accountability and transparency

Principles that guide our catchment management practitioners

- Ecologically sustainable development
- Protecting the social, cultural and economic values inherent in our natural assets
- Partnering with people across all sectors of the community
- Treating the cause
- Subsidiarity



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Strategic Directions 2019-2026



PHOTO: John Lawson



PHCC Working
Together
Peel-Harvey Catchment Council

We acknowledge the Noongar people as Traditional Custodians of this land and pay our respects to all Elders past and present



Goal 1: Governing, Leading and Managing the PHCC

The PHCC will continue to be united under a clear and agreed direction, with excellent governance, highly effective management, inspiring leadership and a flexible organisational culture

Governance, Leadership & Management

To systemise our governance, leadership and management practice so that it serves the needs of our people, embeds continuous improvement and enables us to perform at our best

Key achievements planned

- Develop and Implement an effective Strategic Project Reporting System
- Meet performance expectations of all Funding Bodies
- Attract a diversity of Board Members, providing mentoring and support with a view of succession planning
- Introduce and maintain an effective contact database



Goal 2: Securing our Future

PHCC will continue operating under a robust business model and strategy that acknowledges uncertainty and builds resilience, ensuring a sustainable future

Business Model

Secure revenue streams to achieve financial resilience

Key achievements planned

- Review our suite of products and services to determine feasibility of alternative revenue streams
- Advocate for an institutional funding framework for Catchment Management
- Review and Update our NRM Strategy
- Market the PHCC brand and value add across a broad audience

Workforce Plan

To secure PHCC's outstanding workforce capacity

Key achievements planned

- Provide a safe and effective work environment to secure and maintain quality staff, providing resources and development opportunities as well as flexibility to support work/life balance
- Establish and support a pool of volunteers



Goal 3: Influencing key decision-makers for better catchment governance

By 2026, the issues, challenges and developments of the Peel-Harvey Catchment will be truly understood, intelligently considered, adequately prioritised and appropriately supported by all key decisions makers. Decision-making and policy development will reflect a robust and enduring commitment to the health of the Peel-Harvey catchment, enshrined in a formal governance framework for the catchment that has the environmental health and protection of the catchment at its core

Shaping the Political Environment

Continue strategic engagement of key NRM decision-makers that takes advantage of established networks and scheduled activities, identifies new and emerging opportunities and ultimately shapes the political environment in favour of the Peel-Harvey Catchment and the Peel-Harvey Catchment Council

Key achievements planned

- Maintain representation and influence strategic planning processes to embed a collaborative governance structure for effective catchment management, including drainage reform
- Engage with key stakeholders, decision-makers and elected representatives with strong advocacy and ambassadorship by all PHCC members with restoration of the Peel-Harvey as a priority, embedding the economic value of environmental assets in decision making



Goal 4: Facilitating Collaborative Adaptive Management

By 2021, catchment management in the Peel-Harvey will be generated through decisions that come from adaptive management models that are firmly grounded in contemporary evidence-based practice and good science. As standard practice, decision makers and practitioners at all levels will be applying evidence-based knowledge to protect the environmental health of the catchment

Science Leadership

To provide scientific leadership to inform the scientific, political and local community about the state of the Peel-Harvey catchment, fostering adaptive management and encouraging greater protection and investment, based on the scientific evidence

Key achievements planned

- Establish Stage 1 of the Peel Waterways Institute
- Publish and communicate Report Cards on the condition of the Peel-Harvey catchment and estuary
- Establish & maintain effective science communication networks and pathways
- Embed science into PHCC activities, including impacts of a changing climate
- Advocate for monitoring as a critical means for adaptive management
- Undertake a 10 year review of the Science Strategy for the Peel-Harvey Estuary
- Develop a greater understanding of the Forest Subsystem and its priority needs

Ramsar Values

Support a collaborative approach to the management of our Ramsar System

Key achievements planned

- Facilitate regular Ramsar TAG meetings and implement and report on priority actions of the Ramsar Management Plan
- Implement priority recommendations of the Wetlands and People Plan, to increase knowledge of environmental values of our Ramsar system, across stakeholders
- Develop the concept of a Ramsar Ambassador Program to raise the profile of our Ramsar system
- Facilitate the development of an economic case for avitourism in the Peel-Yalgorup Ramsar Site



Goal 5: Delivering quality environmental outcomes

By 2021, the PHCC will be widely recognised, valued and sought after, as a key agent in facilitating and co-ordinating the delivery of projects that protect and restore the catchment's highest priority environmental assets. Successful partnerships at all levels will have resulted in a suite of celebrated projects that demonstrate the Peel-Harvey Catchment Council's ability to deliver quality environmental outcomes

On-Ground Project Portfolio

To implement priority actions of our NRM Strategy (Binjareb Boodja Landscapes 2025) to address major environmental issues for the protection of our highest priority environmental assets

Key achievements planned

- Identify, establish and promote projects to protect and manage priority environmental assets/systems
- Review effectiveness of past practices to inform future investment and share knowledge
- Support partners and land managers in the delivery of projects, with an increased focus and presence in the upper catchment
- Deliver current contract obligations to a high quality, including adaptive management and evaluation of outcomes
- Support and collaborate on projects that lead to an improvement in water quality and biodiversity through improved drainage management

** NOTE: the term community is used in the broadest sense. We include all individuals and groups who have a 'stake' in the catchment, including all levels of government, businesses, industries, NGOs, Aboriginals, land owners, residents, community groups, media, etc. Where individual and local community groups are the focus the term 'local community' is used. Where government and industry are discussed separately, they are referred to as Government and Industry.*

Goal 6: Engaging and enabling individuals and communities*

By 2026, every corner of the Peel-Harvey catchment will be humming with the activity of people who are passionate about the environmental health of the catchment and committed to genuine and effective action on the ground. The PHCC will have empowered the community to be effective catchment managers and instilled in them the confidence and courage to be champions for their environment

Local Community Engagement and Capacity Building

To empower and assist individuals and our local community groups to improve skills in catchment management and increase participation in NRM

Key achievements planned

- Support and strengthen communities knowledge and attitudes to protect our natural assets
- Support and strengthen landcare networks throughout the Catchment
- Implement priority actions of our community engagement plan, including introduction of e-newsletter
- Support Noongar participation and employment opportunities, in line with our Noongar Participation Plan
- Prepare a Sustainable Agriculture Overview for the Peel-Harvey Catchment
- Prepare a Biosecurity Strategy for the Peel-Harvey Catchment Council
- Support and promote Citizen Science opportunities

Local Government and Industry Engagement

To build relationships with local government and industry to deliver quality environmental projects to meet mutual objectives, and embed environmental protection into decision making processes

Key achievements planned

- Continue to work with Local Government and Industry to increase engagement and capacity in natural resource management
- Continue to deliver and build on established projects with local government and industry

