



## From the Chair

We are pleased to present the PHCC Strategic Directions 2021-23, noting with pride that 2021 is the 20th year of our organisation's inception. It is worth reflecting on the significant journey we have been on, from humble beginnings as a group of dedicated community volunteers to a now widely respected leader in natural resources management. As we have grown we have continued supporting our community to protect our catchment's natural assets, from our rivers to our Ramsar listed estuary and wetlands, our forests and our farmlands and the critters that live in, or depend on our fabulous patch.

Our approach to natural resources management is underpinned by science and knowledge, recognising that the health of our Estuary and our social prosperity are inextricably reliant on a healthy and biodiverse catchment.

The ongoing contributions of our community and Board members along with our skilled and dedicated staff, our strong relationship with our Noongar community and partnerships across Government, industry and civil society all contribute towards achieving our vision of a healthy, productive environment. We are proud to have established partnerships that are enabling us to work across our Catchment, with on-ground results that will have significant, long term benefits for our environment, our community and our livelihoods.

We know that our future will be complex, with the impacts of climate change already challenging our natural resources, while also giving rise to opportunities such as carbon storage. We lament at the continued loss of our forests and bushland and ongoing declines in the populations of threatened species and ecological communities, and will continue to advocate for their protection and restoration.

The beauty and uniqueness of our Peel-Harvey (Bindjareb) region is undeniable, and together we need to continue to be strong as we work towards a healthier environment. Our Strategic Directions' Goals and planned achievements for the coming two years are aimed towards enabling landscape scale solutions to protect and restore our Bindjareb Boodja.

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



# Strategic Directions 2021-2023

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



## Goal 1: Govern, Lead and Manage the PHCC

We will unite under clear agreed directions, with excellent governance, effective management, inspiring leadership and a flexible organisational culture

### Govern, Lead and Manage

Systemise our governance, leadership and management practices to serve the needs of our people, embed continuous improvement and enable us to perform at our best

### Key achievements planned

- Attract a diversity\* of Board Members, providing mentoring and support to new Board Members, with a view to effective succession planning
- Maintain and utilise an effective contact database

*\*Diversity refers to gender, age, skill sets and regional representation*



## Goal 2: Secure our Future

We will operate under a robust business model and strategy that acknowledges uncertainty and builds resilience for a sustainable future

### Business Model

Secure revenue streams to achieve financial resilience

### Workforce Plan

To secure PHCC's outstanding workforce capacity

### Key achievements planned

- Review and update our Regional NRM strategy "Bindjareb Boodja Landscapes"
- Investigate potential for entering carbon off-set markets and explore a range of investment strategies



## Goal 3: Influence key decision-makers for better catchment governance

Decision-making and policy development will reflect a robust and enduring commitment to the health of the Peel-Harvey catchment, enshrined in a governance framework that has the environmental health and protection of the catchment at its core

### Shaping the Political Environment

Engage and support key NRM decision-makers to shape the political environment in favour of the Peel-Harvey Catchment and the Peel-Harvey Catchment Council

### Key achievements planned

- Identify key influencers, decision-makers and government direction and priorities to develop and implement a targeted communication strategy
- Advocate for science-based processes and decision making to inform and influence strategic and land use planning
- Prepare a PHCC statement on, and advocate for, Environmental Water Provisions for the health of the Peel Harvey Estuarine System and its tributaries
- Prepare an informed PHCC position on management of the catchment's forest sub-system



## Goal 4: Facilitate Collaborative Adaptive Management

Catchment management in the Peel-Harvey will be through adaptive management models, grounded in evidence-based practice and science to protect the environmental health of the estuary and catchment

### Science Leadership

Provide scientific leadership to inform about the state of the Peel-Harvey catchment, foster adaptive management and encourage greater protection and investment, based on the scientific evidence

### Ramsar Values

Support a collaborative approach to the management of our Ramsar System

### Key achievements planned

- Develop, communicate and facilitate implementation of a new 10 year science strategy for the Peel Harvey Estuarine System and its catchment
- Secure and Implement Stage 1 of the Peel Waterways Institute
- Develop and communicate a clear understanding of the range and value of ecosystem service provided by the Peel Harvey Estuarine system and its catchment
- Prepare an informed PHCC position on management of the Upper Catchment
- Develop a Ramsar Ambassador Program



## Goal 5: Deliver quality environmental outcomes

Successful partnerships will result in celebrated projects that demonstrate the Peel-Harvey Catchment Council's ability to deliver quality environmental outcomes

### Protecting and Restoring our Natural Resources

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

- Undertake a review of the PHCC's past projects to determine their success with a view to influencing current and future projects
- Identify, establish, and promote high priority projects

*\*\*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: Engage and enable individuals and communities\*\*

We will empower our community to be effective catchment managers and instill, confidence and courage to be champions for our environment

### Build Community Capacity

Empower and assist our community to improve skills in catchment management, and increase participation in NRM

### Partnerships

Build relationships to deliver quality environmental projects to meet mutual objectives, and embed environmental protection into decision making processes

### Key achievements planned

- Continue to develop Noongar participation in NRM programs and employment opportunities in conjunction with those communities
- Increase our community's knowledge and positive attitudes towards the natural environment
- Support and strengthen community capacity to be meaningfully involved in NRM
- Assist individuals, communities, and industry to adapt to a changing climate
- Continue to work with Governments and Industry to improve environmental outcomes