



Our Plan 2022-2025

Our Purpose

This is the essence of what we're here to do.

We engage volunteers in protecting, restoring and advocating for the conservation values of Wilsons Prom

Our Outcomes

The big specific improvements we want to see happen

The Prom's indigenous flora and fauna flourish in a healthy landscape

The Traditional Custodians' culture is celebrated as an integral part of the Prom's character

People who love the Prom will have many useful ways to help it

Friends of the Prom Inc. is strong, sustainable and effective

Our strategic choices

We'll focus on these things to achieve our outcomes

We will increase and diversify our membership, in particular attracting supporters from the Tidal River camping community

We will advocate for more resources to be applied to conservation at the Prom.

We will support scientific research on the Prom that aligns with our purpose

We will sit down with the Prom's Traditional Custodians to learn how we might work with them to care for country

We will deepen our partnership with Parks Victoria to ensure our work has maximum impact

We will manage the output of our plant nursery to support specific habitat goals

Our Vision:

Wilsons Prom is a safe haven for nature and culture, enjoyed responsibly by all

Our measures of success

How we're defining success by 2025

We have increased our financial membership and the diversity and skills of our volunteers. **Target: 500 members, and with that, at least one new face on the committee each year.**

We have diversified opportunities for volunteer involvement. **Target: 2 new types of practical events per year; 3 advocacy or lobbying campaigns to support conservation of the Prom.**

Improved recognition and promotion of the Traditional Custodians' culture. **Target: to be jointly developed with Traditional Custodians**

We have developed new nursery-supported projects. **Target: A "demand plan" for nursery output prepared at least one year in advance.**

Parks Victoria regularly involves us in relevant areas of planning and evaluation. **Target: 4 successful planning meetings per year.**

We have awarded student study grants and provided people for field data collection. **Target: At least 2 scientific research projects per year.**

Our group's values underpin everything we do and how we do it

We are passionate about the Prom ● We are welcoming, inclusive and friendly ● We are generous with our time and our skills ● We get things done