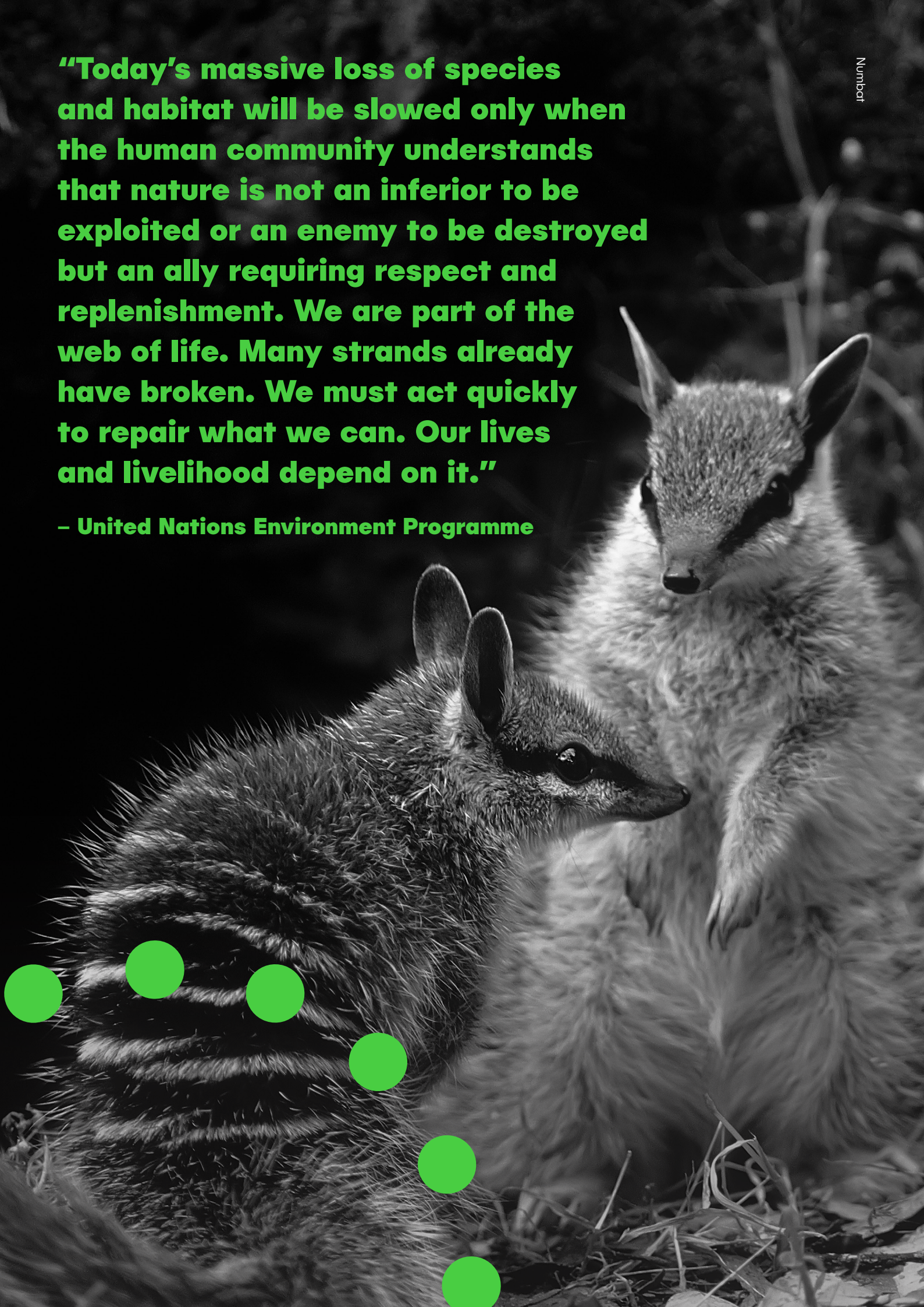


"Today's massive loss of species and habitat will be slowed only when the human community understands that nature is not an inferior to be exploited or an enemy to be destroyed but an ally requiring respect and replenishment. We are part of the web of life. Many strands already have broken. We must act quickly to repair what we can. Our lives and livelihood depend on it."

- United Nations Environment Programme



Vision

Our vision is to prevent any further extinction of Australian flora and fauna.

Mission

FAME is the only organisation dedicated to helping Australian species most at risk of extinction. FAME seeks to fund on-ground conservation outcomes with a focus on seed-funding and innovation.

Core Values

- Commit to conservation and environmental issues.
- Embrace open transparency at all times.
- Display strong, clear corporate governance.
- Maintain inclusiveness with all stakeholders and donors.
- Respect the culture of Indigenous Australians.

Follow us on social media



ABN 79 154 823 579

Level 1, 47 Tynte Street
North Adelaide 5006, SA
08 8374 1744

fame@fame.org.au
www.fame.org.au

Acknowledgement of Traditional Owners and Country

The Foundation for Australia's Most Endangered Species Ltd (FAME) acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community.

We pay our respects to them and their cultures and to their elders both past and present.



25
YEARS OF

F A M E



Saving our
Endangered
Flora and
Fauna

There's a crisis out there.

In Australia it is demonstrably true, as the UN Environment Program states, that 'many strands already have broken'. In the comparatively short time since European settlement in Australia:

- 29 native mammals - 10 per cent of Australia's mammal wildlife - have become extinct;
- 126 species of flora and fauna have vanished;
- 201 are near extinction; and
- Another 182 species are in trouble.

By any judgment, they are sobering statistics and they are the reason FAME exists. There is no question that the strong foundations built have positioned FAME as the only national organisation dedicated to conserving and protecting Australia's native flora and fauna.

"The longer we wait, the harder it is for things to come back."

This is our 25th year and, in that time, the Foundation has achieved much. Here's a quick snapshot:

- 1. The Tasmanian Devil:** FAME is a founding partner of Devil Ark in the NSW Hunter Valley.
- 2. The Western Quoll:** reintroduced to the Ikara-Flinders Ranges after 100 years of extinction in a partnership between FAME and the SA Department of Environment and Water.
- 3. The Brush-tailed Possum:** it's similarly thriving along with the Western Quoll population in the northern Flinders Ranges.
- 4. Numbat:** a threatened population in Western Australia is being given a chance at survival with the help of FAME and the Western Australian Department of Biodiversity, Conservation and Attractions.
- 5. Feral Management:** funded numerous projects including the Optimising Felixer and Cane Toad to assist in the fight against feral predators.

Over 25 years our strong track record of success is in essence a result of our careful research, good governance and extensive knowledge of conservation. In all, FAME has funded nearly thirty (30) projects in twenty-five years. An incredible feat for such an agile company that will continue to strengthen. There is so much more to do; our work may never be done.

In saying this, we have no intention of slowing, with FAME recently agreeing to fund additional projects in Queensland to provide a safe haven for the iconic Cassowary by restoring lost habitat. As part of a commitment to floral regeneration, support is being provided in Victoria to secure the future of the Tall Astelia and to prevent the disappearance from the NSW and Queensland landscape of a national icon - the Bulburin Macadamia nut tree.

Yes, it's good news but the predicament of many species of Australia's flora and fauna remains dire.



Tracy McNamara
Chief Executive Officer

A brief history.

An eccentric wardrobe choice started it all. Some 50 years ago, pioneer environmentalist, John Wamsley, attended a tourism awards' ceremony wearing a hat made from the pelt of a feral cat. It caused a hue and cry but it started a controversy that led to a change in the Law to allow the killing of feral cats.

Dr Wamsley eventually owned and managed securely fenced animal sanctuaries in three States* but ultimately a lack of funds saw the end of operations. However, the Foundation he established survived and, renamed the Foundation for Australia's Most Endangered Species Limited, the entity expanded nationally.



Western Quoll

* many of which are still today, very successful conservation projects.

Why support FAME?

A key pillar of our Strategic Plan is to ensure FAME continues to be operationally sound and sustainable now and for the future. It can adapt quickly to a particular need if necessary or it can commit long-term to an ambitious, but achievable program. FAME maintains its strong reputation in conservation due to many factors, the main being:

1. Gets things done by choosing projects that have a realistic chance of success;
2. Has low overheads, robust corporate governance and transparent financial reporting;
3. Partners enthusiastically, not just with like-minded organisations and entities but with its donor base.
4. It is prepared to fund long-term high-risk conservation projects that have the potential for impact.



“FAME is focused on Australian wildlife and on deliverable outcomes. I see all too often species become extinct while they are being ‘researched’. FAME brings a nice business lens to their work. They ask – What is the outcome? How will it be delivered? All too often we fall into the academic trap, but FAME focuses on outcome-based conservation, which is critical.”

– Tim Faulkner , Devil Ark

How do we do it?

Some of what FAME supports is predictable. We fund researchers and environmentalists; partner with government entities and like-minded not-for-profits; work with academics; support landowners and, wherever possible, learn from indigenous groups.

However, FAME does not shy away from hard realities. Our programs have supported the determined extermination of introduced predators – predominantly feral cats and foxes. They are indiscriminate killers of much of Australia’s wildlife and long-term success in some projects is utterly dependent on using all of the tools available in long-term eradication programs.

But, at the outset of any initiative, we do our research. To keep faith with our dedicated donors and supporters and given the scarcity of funds, we set out to understand as deeply and as thoroughly as possible with what we’re being asked to become involved. Does it have a real chance of success? How is the money to be spent? How will the expenditure be monitored? How do we put into practice what we learn from each program and project? When is a risk too big to take? What can we do differently in future?

And, we keep our supporters informed. They get regular updates and progress reports and we do not gild the lily. We tell it like it is.

FAME takes pride in being quick on its feet, is responsive and responsible yet remains far-sighted while keeping an eye on day-to-day detail.

Our cause is noble and, we believe, as a potential supporter you will welcome these attributes of our care, concern and corporate governance.



“Australia has the worst record in the world of extinguishing its wildlife. Our wildlife is relatively primitive and fragile; the problem has become serious. We have hundreds of species that could be a generation away from becoming extinct and the reality is, my grandchildren will never see them alive in their natural habitat.”

– Chris Chapman, FAME Chairman



“Life balance comes from what you eat. If our animals and vegetation are disrupted, your health suffers and the health of native animals suffers. It’s nature’s way when we interfere with it. We have a lot to answer for.”

– Margaret Wilksch, OAM Board Member

Few people who learn the truth about what is happening to our native wildlife remain untouched. For some, the situation appears so serious that they feel any effort is hopeless.

FAME has surely demonstrated that, properly resourced programs and projects partnered with like-minded entities and individuals can achieve much more than the sum of the individual parts.

In closing, we leave you with the words of Jane Goodall – of ‘gorillas of the mist’ fame who said:

“Only if we understand, can we care. Only if we care, can we help. Only if we help, shall they be saved.”

– Jane Goodall

When we help to heal a small piece of our planet, in some way, we heal ourselves.

The impact from the sum of this will be truly extraordinary.



What we want to do.

The Tasmanian Tiger, Crescent Nailtail Wallaby, Desert Bettong, Lesser Bilby, Pig-footed Bandicoot, Long-tailed Hopping-mouse and Toolache Wallaby have already disappeared from the face of Australia.

But the list of surviving and deserving species is a long one and, unfortunately without major conservation efforts, is only likely to grow. Indeed, the list may never completely disappear.

Thus far, in its 25 years of existence, FAME has brought 30 unique Australian species back from the brink. Ongoing success requires:

- 1. Short Term: One to three years**
More breeding programs and fencing of sanctuary sites.
- 2. Medium Term: Four to six years**
A continued focus on the eradication of feral predators.
- 3. Long Term: A decade or more**
Enable the reintroduction of native animals into their original habitats free from the predations of cats and foxes.

What do we need?

Our immediate need is to raise a minimum of \$2.5 million. These funds will go towards vital programs and projects, a number of scientific scholarships and the establishment of a capital reserve fund.

A longer-term goal is to generate a capital fund sufficiently endowed so that it will cover the Foundation’s operational expenses enabling all other donations to be allocated 100 per cent to projects and programs.

We can do more than to illustrate the dire need for action.

