



# FAAME

SAVING OUR ENDANGERED FLORA & FAUNA

## Strategic Plan

2017-2020

Roadmap to  
the Future

# 1 Introduction

Tasmanian Devil

Australia is home to one million species, most of which are found nowhere else in the world. Unfortunately, this biodiversity is threatened by having one of the worst extinction rates on the globe.

As an organisation the **Foundation for Australia's Most Endangered Species** (FAME) is determined to stop the rapid extinction of Australia's flora and fauna.

FAME is one of Australia's leading not-for profit conservation organisations. With a vision to prevent any further extinction of Australian species, FAME works tirelessly with like-minded organisations and wildlife authorities as partners on projects that increase the likelihood of the survival of one more endangered species.

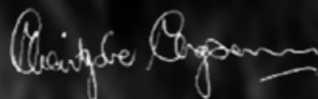
Established in 1993, FAME is a national organisation, a company limited by guarantee, and an independent not-for-profit deductible gift recipient (DGR). FAME's **2017-2020 Strategic Plan: Roadmap to the Future** will become our driving force over the coming years to consolidate, strengthen and expand the organisation.

While the not-for-profit sector is becoming more competitive than ever before, we believe in, and are committed to, our mission and seeing our vision come to fruition.

The **2017-2020 Strategic Plan: Roadmap to the Future** builds upon the strong existing foundation which will assist in guiding our conservation and environmental efforts both now and in future years.

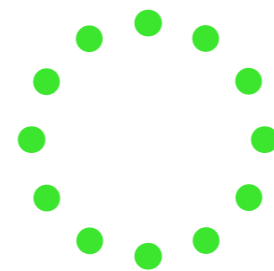
With this in mind, the execution of this Strategic Plan will see the organisation consolidate, strengthen and expand through strong leadership, transparency and determination.

With your support, the impact of this will be extraordinary.

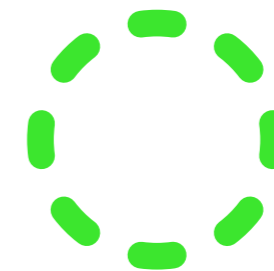


**Chris Chapman**  
President  
FAME Board of Directors

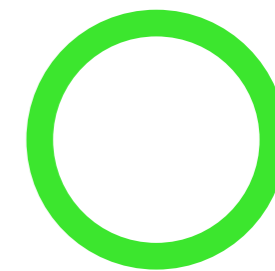
## 2017-2020 Strategic Plan: Roadmap to the Future



**Consolidate**  
2017-2018



**Strengthen**  
2018-2019



**Expand**  
2019-2020

## 2 History

Since European colonisation, 29 endemic species of Australian mammals, representing 10% of Australia's mammal fauna, have become extinct<sup>1</sup>. The Crescent-Nailtail Wallaby, Desert Bettong, Lesser Bilby, Pig-footed Bandicoot, Long-tailed Hopping-mouse and Toolache Wallaby are among Australian species lost forever.

In total 126 species of Australian plants and animals have vanished in almost 230 years. A further 182 species are classified as endangered and 201, including 63 mammals or 30% of what remains of our mammal species, are threatened with extinction.

Many more are locally extinct, endangered, or surviving precariously on offshore islands or in captivity. For example, the Golden Bandicoot now survives only in a very small area in far northern Kimberley and on a few offshore islands. Less than 100 years ago the Golden Bandicoot was widespread across most of the continent.

FAME believes that a partnership approach to saving endangered species is the best way to save wildlife. FAME works with like-minded organisations, wildlife authorities and private landowners on projects that increase the likelihood of survival of endangered species.

More importantly, FAME connects people passionate about saving our environment with the best people working in this field. We do this by raising funds from the community and corporations and effectively directing these funds to where the need is greatest, in support of projects most likely to save wildlife.

FAME was founded in 1993. Since its establishment, FAME has funded many conservation projects and strengthened the chances of long-term survival of at least 35 endangered Australian species.

The Western Quoll once roamed 70% of mainland Australia. Until just last year it was reduced to a few small pockets in Western Australia. Through a strong partnership between FAME and two state governments, the species has been successfully translocated to the Flinders Ranges, where, after a healthy breeding season, numbers have continued to increase.

The success of the relocation of the Western Quoll, being one of the biggest projects undertaken by FAME, demonstrates the organisation has the will to grow and expand to be successful in accomplishing the organisation's vision and mission.

<sup>1</sup> 2015 Review of Australian Mammal Studies: Charles Darwin University

# 3 Core Values

## 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.

# 4 Priorities

FAME has recognised the need for strategic direction in both the short and long term. We have identified five priorities necessary to help us attain our overall vision.



Native Orchid

**Increase brand presence in the marketplace, building upon our strong reputation.**

## Achieved by

- Developing and implementing a robust and engaging Marketing and Communications Plan to promote the company's activities.
- Defining and clearly articulating our values, goals, areas of interest and influence to increase our relevance and promote our effectiveness.
- Expanding ways supporters can connect with FAME through innovative practices.

**Consolidate, foster and retain donor and member engagement across Australia to build a culture of philanthropic support to advance FAME's vision and mission.**

## Achieved by

- Developing FAME through strong contemporary programs and processes.
- Creating a strong culture of loyalty and support for FAME to advance its philanthropic endeavours.
- Developing a Member and Donor Engagement Strategy to identify and build FAME's support.
- Creating working committees of like-minded individual volunteers with a passion for conservation to further FAME's cause.
- Engaging with and communicating FAME's achievements to its members and supporters.

**Develop and nurture strategic relationships with corporate, government and philanthropic trusts to diversify and support the range of FAME's projects.**

## Achieved by

- Building strong links with corporate, government and philanthropic trusts throughout Australia.
- Aligning with other conservation charities or organisations which present relevant opportunities that deliver on FAME's core values.
- Attracting new, non-traditional partners that benefit directly or indirectly from conservation.
- Maintaining collegiate relationships with the conservation and environment sectors.
- Developing a clear policy for partnership engagement.

**Position FAME at the forefront of conservation by actively seeking an integral role as a thought leader.**

## Achieved by

- Facilitating and contributing towards the development of major conservation projects
- Ensuring FAME is at the forefront of conversations on native wildlife conservation issues, especially with regard to current FAME programs.
- Identifying future high impact programs throughout Australia.
- Encouraging and fostering worthwhile conservation and allied research projects with seed funding.
- Having a clear policy position on issues of importance, especially those important to our supporters and advocates.
- Continuing to be culturally sensitive.

**Ensure FAME continues to be operationally sound and sustainable now and for the future.**

## Achieved by

- Displaying clear and transparent corporate governance with respectful consideration of all stakeholders' views.
- Developing new and enhanced revenue streams.
- Continuing to undertake sound financial accounting of the Company's financial affairs.
- Developing a clear policy position for appropriate sources of income such as bequests and investments.
- Maintaining an identifiable risk management framework.
- Develop FAME further as an employer of choice.

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## Welbourn O'Brien

Welbourn O'Brien is proudly associated with FAME, as we work together toward sustainable biological diversity.

### **Acknowledgement of Traditional Owners and Country**

The Foundation for Australia's Most Endangered Species (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.