



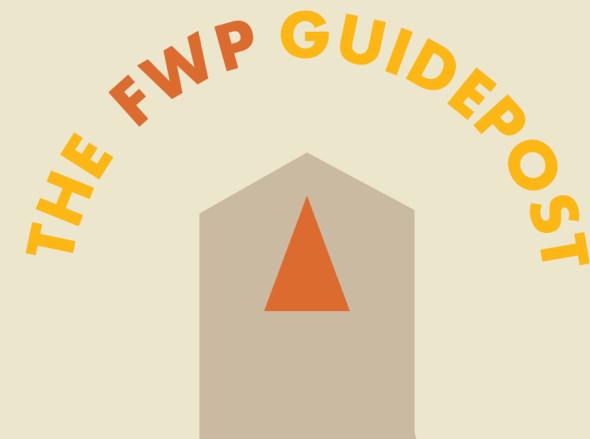
FOR WILD PLACES.

STRATEGIC REVIEW 2022

This document reflects the thoughts, feedback and ideas discussed at several internal strategy review sessions, attended by the volunteers of For Wild Places.

This document is a summary of those discussions, and will help forge our path over the coming year, as we continue to navigate the path forward for For Wild Places.

We acknowledge the Aboriginal and Torres Strait Islander Peoples as the traditional custodians of the lands on which we live, work and play. We pay our respects to their Elders past, present and emerging.



to make trail running a meaningful expression of environmental activism, so that together, each of us can help our wild places survive and thrive

2022/23 FOCUS

For 2022/23, we will focus on the following strategies



Raise funds for campaigns that support wild places under threat

We work with partners to put on events which directly raise funds for campaigns to protect wild places under threat.

We do this in a way which ensures FWP ongoing sustainability.



Build a sustainable business

For 2022/23, our focus is on ensuring FWP ongoing financial sustainability, so we can keep contributing to protecting and celebrating wild places.



Increase awareness of wild places under threat

We share information about wild places under threat, to further mobilise our community to fight for their protection, and to broaden/extend the community that appreciates wild places.



Create an empowered community

We provide tools, resources and information to enable our community to stand up for wild places.

We broaden our community by creating safe and accessible entry to the trail running community

CORE PROJECTS



Flagship Event

We will work with a major partner to deliver a flagship trail running event, to raise funds directly to protect a wild place under threat.

Traction

Trail Action community events will bring together trail runners on local trails, where we do trail maintenance (i.e. pick up rubbish) and learn about the local ecosystems and build connected trail communities.

Grants & Activity Partners

Seek out appropriate grants and continue to build partnerships with like-minded brands to bring projects to life.

Community Events

Being involved in existing events (such as TRS in Melbourne) will help grow exposure of FWP. Smaller partnership events (such as International Womens Day) will also help grow awareness of FWP.

Membership Community

Formalising our offer, building our membership program to include our corporate partners, and growing our community memberships, will help secure our ability to continue our ongoing work.

Corporate Governance and Funding

Finalizing the transition to a CLG structure will allow us to apply for DGR status. Ensuring we have the correct insurances and permits to conduct events safely is integral to FWP's longevity.

CORE PLACES



There are wild places under threat across Australia and the world. For 2022/23, we will focus our efforts on these three places.



Pilliga Forest, NSW

The Pilliga Forest is the largest inland forest in Eastern Australia. On the sacred lands of the Gomeroi people, the Pilliga is a biodiversity hot spot that feeds the Great Artesian Basin, one of the largest groundwater sources in the world.

But fossil fuel giant Santos have already started drilling 850 coal seam gas wells into this ancient landscape. We stand by the local communities that are fighting to keep the Pilliga wild.

In 2022, we hosted the inaugural Pilliga Ultra, which raised over \$100,000 to support The Wilderness Society's campaign to protect the Pilliga forest.



The Great Forest, VIC

This proposed National Park covers Victoria's central highlands, including Kinglake, Mt Baw Baw, Lake Eildon and the Yarra Ranges. Home to tall trees, endangered species such as the Leadbeaters Possum, this biologically diverse landscape needs to be protected.

Declaring this area National Park will see an end to native forest logging and other poor land management practices that are threatening this area.

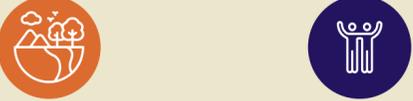


Illawarra Escarpment, NSW

Framing Wollongong, the Illawarra Escarpment is a dramatic 30 million-years-old formation, home to a range of forest types, including subtropical rain forest to eucalyptus and cedar.

The Escarpment has a long history of coal mining, and continues to be under threat from imposing mines. The Illawarra Escarpment is a fragile and unique ecosystem which needs to be protected, and remain accessible by the many runners, walkers, hikers and locals that enjoy these trails. Public access to the Escarpment is restricted by mining companies, and is hampering the continuation of the Grand Pacific Walk.

STRATEGY FRAMEWORK

CORE PROJECT	FWP RESPONSIBILITIES	MEMBERS INVOLVEMENT	STRATEGY ALIGNMENT
FLAGSHIP EVENT	<p><u>Event Lead:</u> organise and run event, with support from Comms & Income Gen. team</p> <p><u>Board:</u> oversee risks</p>	<ul style="list-style-type: none"> • Participate in FWP events • Volunteer/ fundraise/ be part of FWP team at events • Help spread the word about FWP and events • Participate in informal race/ event meet ups • Get access to updates about issues affecting wild places • Contribute ideas to how we can grow the FWP community & link up with other like minded partners 	
TRACTION EVENTS	<p><u>Project Lead:</u></p> <ul style="list-style-type: none"> • Identify potential areas & members to run events • Create & refine resources to help members run events 		
COMMUNITY EVENTS	<ul style="list-style-type: none"> • <u>Event Lead:</u> Engage with community event leaders to identify opportunities to partner to build awareness of FWP and support local events (or similar) 		
GRANTS & ACTIVITY PARTNERS	<ul style="list-style-type: none"> • Identify and submit grant applications • Collaborate with existing and new brands to establish lasting partnerships 		
MEMBERSHIPS	<ul style="list-style-type: none"> • <u>Project Lead:</u> oversee Membership Strategy 		
CORPORATE GOVERNANCE & FUNDING	<ul style="list-style-type: none"> • <u>Board Secretary, Chairperson, other members:</u> Oversee transition to CLG 		

IMPLEMENTATION



We will implement our 2022/23 strategies by connecting and working with our network, to deliver our core projects (page 4)

The impact of this strategy will be tracked and documented consistently. Outcomes will be reviewed by the Board to assess the effectiveness of the strategy, and if amendments are required.

IMPACT MEASUREMENT

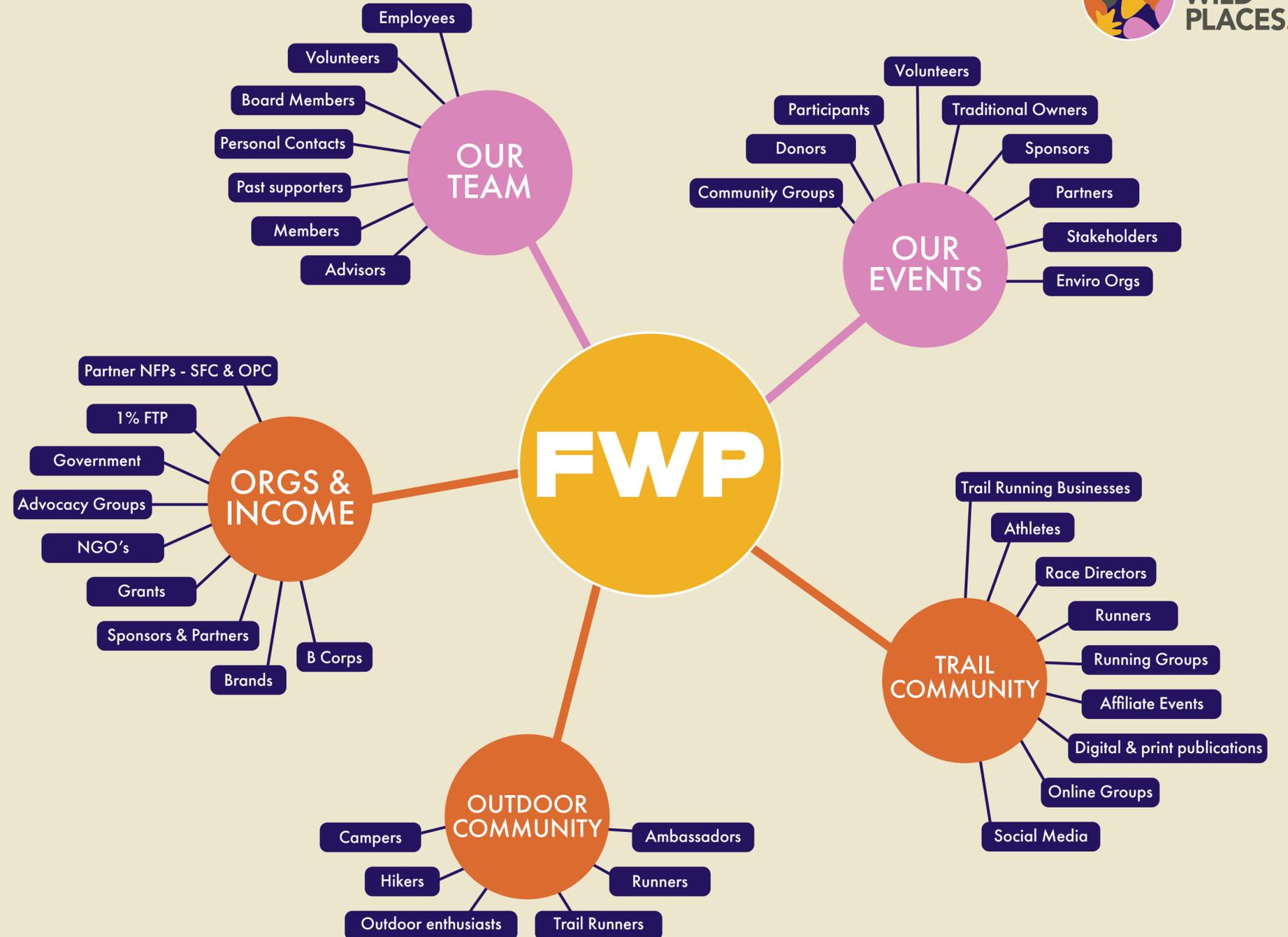
To track the effectiveness of this strategy and gather data to track our progress, we will measure the following metrics -

Quantitative

- Number of members and people part of our community
- Number of events (FWP & partnership)
- Money raised to protect wild places
- Environmental outcomes
- Growth of organisation (financially & team)

Non - Quantitative

- Verbal and written feedback from participants
- Changes in individual feelings and actions
- Changes in trail culture
- General awareness within trail community



QUESTIONS, THOUGHTS, IDEAS?



Please get in touch, we'd love to hear from you.

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For more information on For Wild Places, check out -

WEBSITE www.forwildplaces.com

INSTAGRAM [@forwildplaces](https://www.instagram.com/forwildplaces)

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