



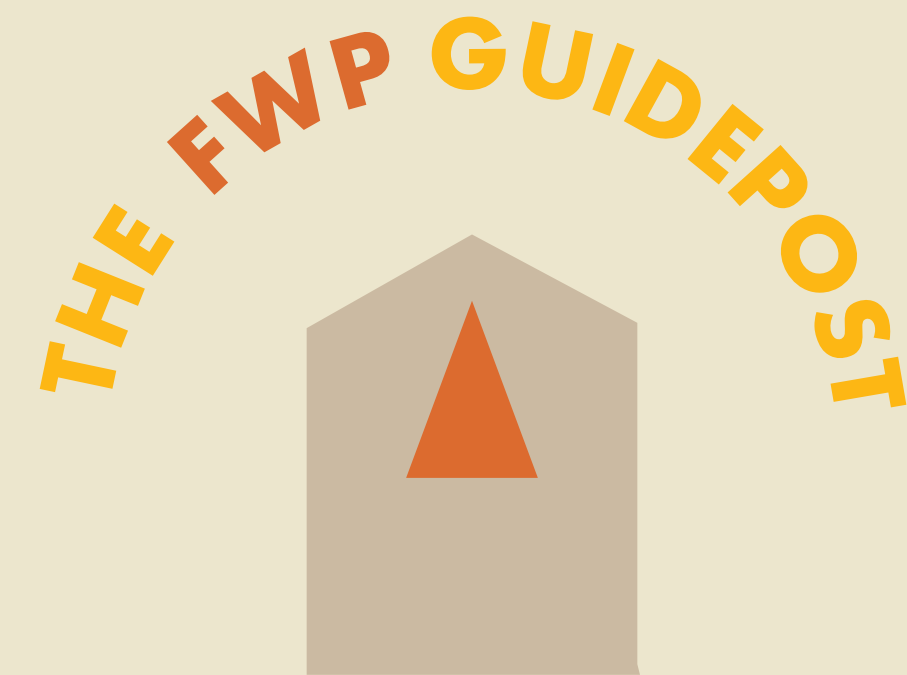
FOR WILD PLACES.

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.



East Gippsland, VIC

East Gippsland is the only place on mainland Australia with continuity of natural ecosystems from alpine to coastal landscapes. From snow-capped mountains to lush warm and cool temperate rainforests, all the way through to Victoria's rugged coasts—these old growth forests are of unparalleled natural beauty and importance.

For Wild Places plans to support the ongoing work of environmental groups, Traditional Owners and forest advocates to support the push to end native forest logging in Victoria, and amplify the natural values of East Gippsland.



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

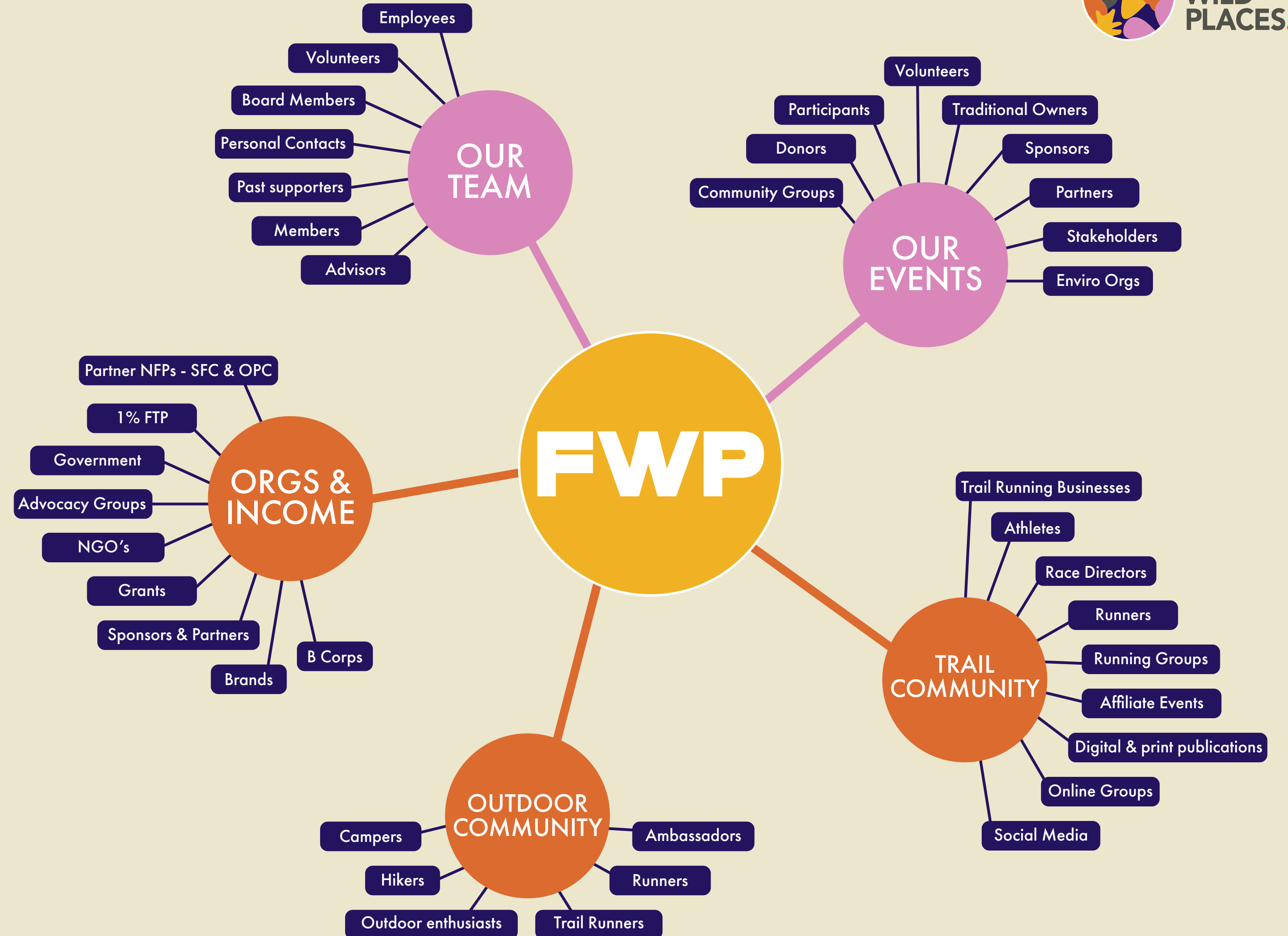
To track the effectiveness of this strategy and gather data to track our progress, we will measure the following metrics -

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.

CONTACT Hilary McAllister

ROLE FWP CEO

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PHONE 0490 483 548

For more information on For Wild Places, check out -

WEBSITE www.forwildplaces.com

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

FACEBOOK [@forwildplaces](https://www.facebook.com/forwildplaces)

LINKED IN [For Wild Places](https://www.linkedin.com/company/for-wild-places)

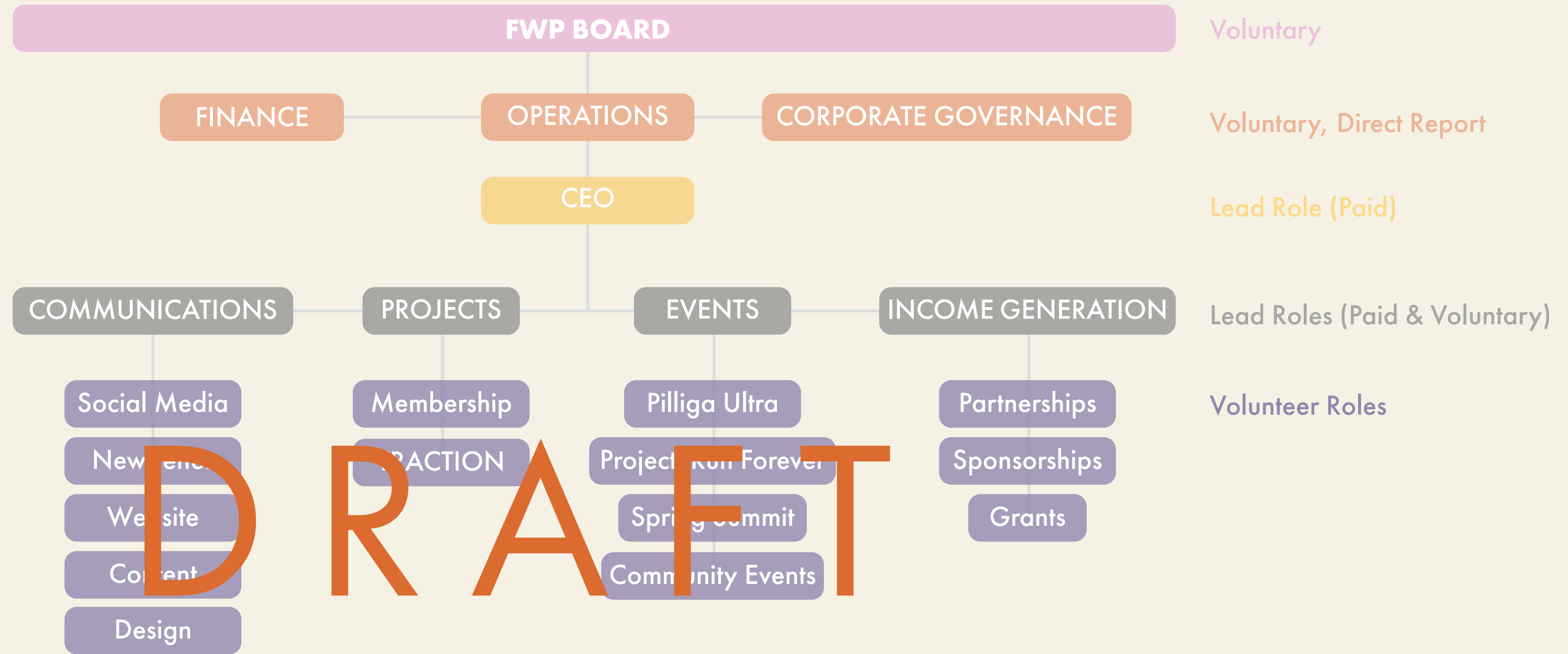
SUBSCRIBE <https://bit.ly/3clXGg2>

YOU TUBE [For Wild Places](https://www.youtube.com/forwildplaces)

THE TEAM

This is a proposal for how the team can be more formally structured, with transparency around roles and who our volunteers are, so we can work together more efficiently as a team.

See the following page for more detailed of how the internal operations could work.

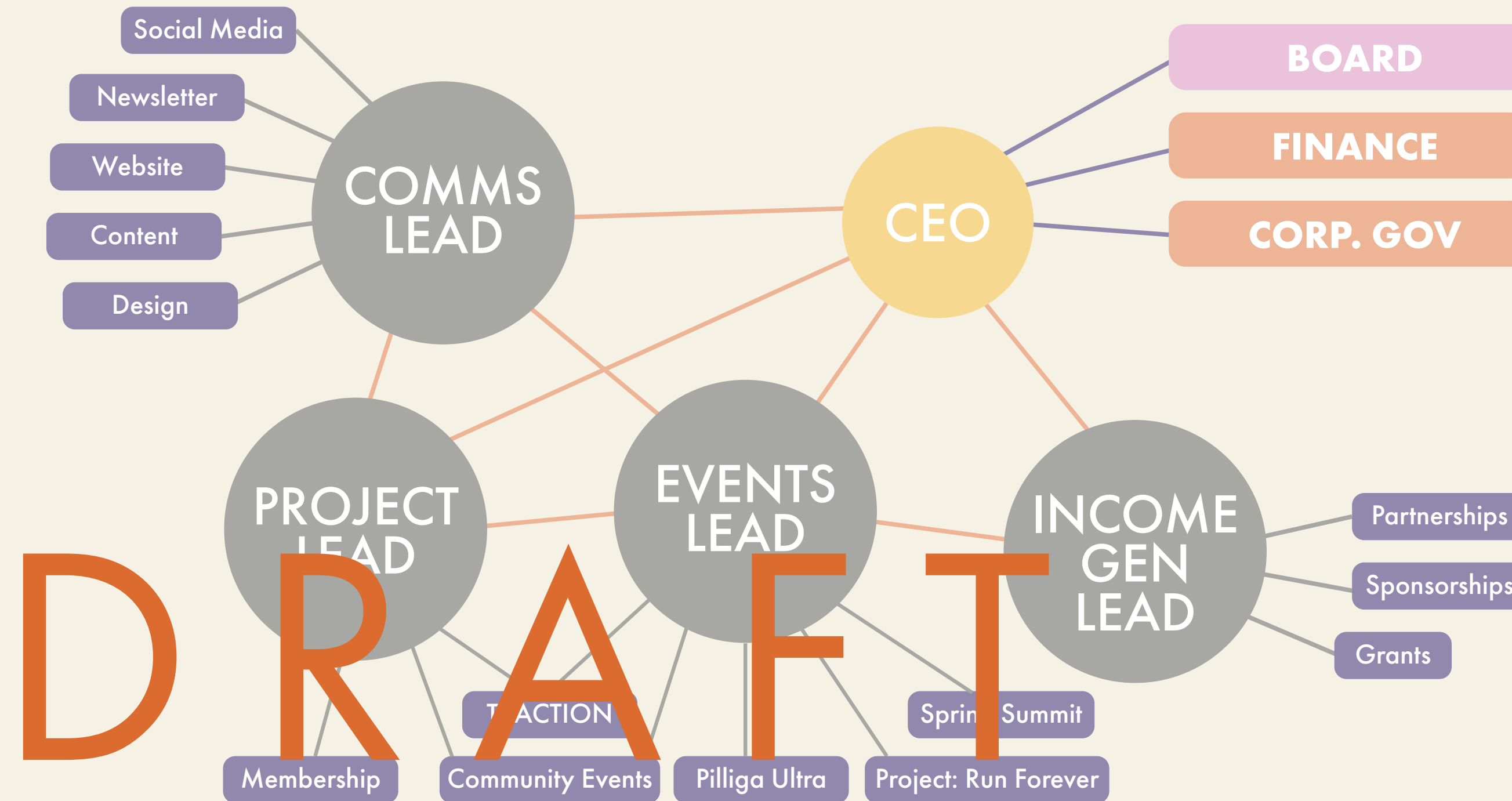


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| FWP BOARD | BOARD SUPPORT | COMMUNICATIONS | PROJECTS | EVENTS | INCOME GEN. |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------|-------------------------|
| Chair: Tim Siegenbeek van Heukelom Secretary: Liz Mackevicius Freddie Henttonen Stacey Kingston Lauren Beels Simon Harris | Accounting: Bruce Steele & Will Williams Strategy & Planning: Stacey Kingston Corp Gov: Tim Siegenbeek van Heukelom Operations / CEO: Hilary McAllister | LEAD: Jodi Shepard SM: Mariela Powell Thomas Newsletter: Elle Finch Website: Jodi Shepard Content: ?? Design: Claudia Astbury & Linda Schneider + Lara Hamilton (support) | LEAD: Will Williams | LEAD: TBC Felicity Jacob? | LEAD: TBC Zach Rook? |

WORKFLOW

As FWP continues to grow, we will require more resources. To spread the workload more evenly amongst the team and reduce bottlenecks, establishing 'Leads' for each organisation sub-group will allow the work to flow more consistently. Through this system, we hope to empower our Leads & Volunteers to have the confidence to work independently, whilst having clear direction and team support.



MEETINGS

MONTHLY

BOARD MEETING Read & review reports, set focus for coming month
FWP BOARD **FINANCE** **CORPORATE GOVERNANCE** **CEO**

ALL TEAM Led by CEO to provide updates, info & gain input (optional)
CEO **FWP BOARD** **SUPPORT** **LEADS** **Volunteers**

WEEKLY

OFFICE HOURS Reoccurring 'drop in' times to catch up & discuss ideas (optional)
CEO **??**

FORTNIGHTLY

LEADS MEET CEO update, team progress updates, next steps & roadblocks
CEO **COMMS LEAD** **PROJECTS LEAD** **EVENTS LEAD** **INCOME GEN LEAD**

TEAM MEET Lead update, team progress updates, planning & collaboration

COMMS LEAD **Content** **Website** **Design** **Newsletter** **Social Media**

EVENTS LEAD **TRACTION** **Community Events** **Pilliga Ultra**

PROJECTS LEAD **Membership** **TRACTION** **Community Events**

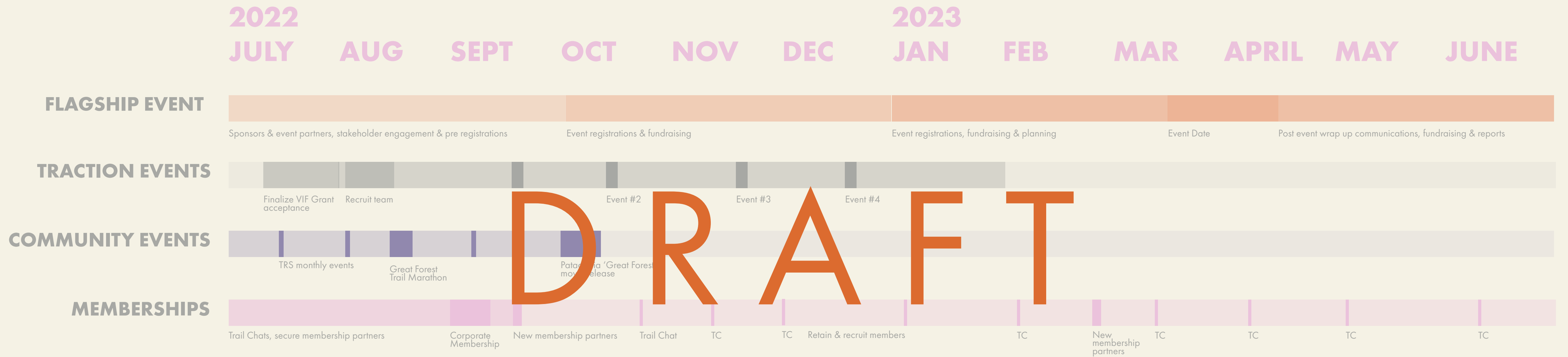
ACTION CALENDER

| KEY ACTION AREA | JULY | AUGUST | SEPTEMBER | OCTOBER | NOV > |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------|
| FLAGSHIP EVENT 2023 | <ul style="list-style-type: none"> Event Pitch Deck Confirm partner/s for PU23 | <ul style="list-style-type: none"> Launch sign ups with PU22 content | <ul style="list-style-type: none"> Push sign ups | <ul style="list-style-type: none"> Push sign ups | |
| TRACTION EVENTS | <ul style="list-style-type: none"> Confirm VIF Grant Set out timeline for execution of Grant in Victoria Resource TRACTION Team | <ul style="list-style-type: none"> Continue working on 'TRACTION' roll out through VIF Grant | <ul style="list-style-type: none"> First VIF 'TRACTION' event | | |
| COMMUNITY EVENTS | <ul style="list-style-type: none"> Develop list of potential other events (camps, treks, etc) and create draft event outline, schedule & budget | <ul style="list-style-type: none"> Evaluate listed events & create pitch doc to share with potential partners | | | |
| MEMBERSHIPS | <ul style="list-style-type: none"> Clarify membership benefits/ pack (slide 8) Make ioMerino t-shirts available for sale to members & promote Develop tiers of corporate memberships to test & test with existing partners Write to existing members asking them to share sign up details on social media Launch PU22 content with links to sign up Engage with trail event organisers to lock in FWP sweeps/ aid station/ presence Lock in 2-3 month schedule of 'trail chats' | <ul style="list-style-type: none"> Engage with potential corporate members (x5 per month? In coordination with Incline Gen lead) Appoint ambassadors to build profile and attend events | <ul style="list-style-type: none"> Presence at SCC / Trail events | | |
| CORPORATE GOVERNANCE & FUNDING | <ul style="list-style-type: none"> Prepare forecast budget for 2022/23 (baseline + events) Transition accounting responsibilities Monthly Wild Place update (??) | <ul style="list-style-type: none"> Commence CLG transition - Xero, Bank Australia etc | <ul style="list-style-type: none"> Continue CLG transition Commence DGR application? | | |

DRAFT

FWP 2022/23 TIMELINE

* This is just a guide, but serves as an example of how we can visually map out the coming year.



and finally,
thank you for taking the time,
FOR WILD PLACES



MEMBERSHIP STRATEGY ACTIONS

