

Phillip Island Nature Parks FUTURE DIRECTIONS SUMMARY 2022-2024

This is why we are here –

Our Purpose

To protect nature for wildlife and inspire people to act.

This is what we want to be –

Our Vision

A place where conservation and ecotourism excellence inspire people to actively protect the environment.

Our Values

**NATURE
CONSERVATION
IS PARAMOUNT**

**ENGAGING
EXPERIENCES**

**FUTURE
FOCUSED**

**DELIVERING
OUTCOMES
TOGETHER**

The Nature Parks is a world-renowned destination of conservation excellence offering high impact visitor experiences that translate into action for the environment.

Following the extraordinary challenges faced since the start of the COVID-19 pandemic, Phillip Island Nature Parks is focused on building a sustainable future, to ensure the Nature Parks reserves and tourism experiences continue to thrive.

The Future Directions strategy is focused on recovery priorities with the aim of achieving a successful funding model showcasing environmental and financial sustainability that benefits Phillip Island (Mallowl) and beyond. This model in which tourism spend enables the delivery of conservation and land management activities, is paramount to achieving our purpose – to protect nature for wildlife and inspire people to act.

Phillip Island Nature Parks

FUTURE DIRECTIONS SUMMARY

Strategy 1

DELIVER HIGH PRIORITIES FROM THE 5 YEAR CONSERVATION PLAN & 30 YEAR CONSERVATION VISION

The Nature Parks worked with community and key stakeholders in 2019 to develop a 30 year vision for the environment on Phillip Island (Millowl). The vision highlighted the following priorities:

1. Conserve, protect and improve our reserves for wildlife.
2. Protect marine and coastal environments from increasing climate change threats.
3. Maintain Research-led conservation excellence.
4. Engaging people in conservation.
5. Rewilding Millowl to reverse the biodiversity loss experienced over the previous decades.

These priorities are underpinned by a strong and enduring commitment to Reconciliation with Aboriginal and Torres Strait Islander Community and to the integration of traditional knowledge with the help and support of the Traditional Owners for Millowl, the Bunurong people. Each year we will work with partners to identify the most critical activities within each of the priority areas to ensure that this essential work continues.

Strategy 2

NEW PRODUCTS FOR NEW & FUTURE MARKETS

The Nature Parks experiences will be reviewed and modified, and new experiences developed, to accommodate both international and domestic visitors.

Focus will be placed on renewing significant infrastructure at the Penguin Parade and Nobbies Centre, which has reached end of life. Through this process we will also plan for the future for the Antarctic Journey at the Nobbies Centre.

Strategy 3

A NEW APPROACH TO MARKETING & SALES

The Nature Parks visitors were formerly driven through partnerships with a range of tour operators and online sales channels. These partnerships resulted in a high proportion of international visitors and re-establishing these sales channels will be critical to our revenue growth.

We will also continue to drive direct online bookings and multi park passes with our local visitor markets and visiting friends and relatives. We will drive midweek visitation by providing an engaging experience for education groups and offering a unique experience for conferences and incentive groups.

We will monitor the success of these approaches and understand the changing needs of our visitors through ongoing visitor research.

Strategy 4

IDENTIFY ALTERNATIVE FUNDING SOURCES

The Nature Parks tourism business has been significantly impacted by the pandemic and restrictions on international arrivals.

Developing partnerships with like-minded organisations, leveraging the Penguin Foundation, and working closely with the State Government will help secure ongoing financial sustainability for Nature Parks.

Strategy 5

BUSINESS IMPROVEMENT

Like all organisations the Nature Parks is responding to a changing world and is working to build business systems, processes and governance structures that will service a diverse workforce, respond to changes in compliance needs and drive organisation efficiencies.

Key priorities include the continuous improvement in IT security, adoption of new State Government Procurement practices, Asset Management improvements and system development to support front gate admissions and human resource activities.

Strategy 6

FOSTER A SAFE & INCLUSIVE CULTURE For our staff, volunteers, contractors, community and visitors

One of the Nature Parks greatest strengths is its skilled and passionate, values driven team.

Our success is our people. We recognise the need to provide an exceptional employee experience and attract great talent to help us grow. We will do this by strengthening diversity, promoting inclusion, developing leaders and growing our workforce to align with strategy. We will also work with our staff to create a new Enterprise Agreement that helps us to meet these aspirations.

Strategy 7

COMMUNITY CONNECTION ON MILLOWL

The Nature Parks plays an important role within the community to maintain community assets which improve the liveability and the visitor amenity for parts of Phillip Island (Millowl).

We will continue to deliver improvements to our beach access precincts with Forrest Caves and Pyramid Rock the critical assets identified for investment in the short term.

We also work closely with the community to demonstrate and share our commitment to the Recognition of Millowl's true history and Reconciliation with Aboriginal and Torres Strait Islander people. We will do this by developing a new Reconciliation Action Plan and continuing our support for the Bass Coast Reconciliation Network.

We will also promote an inclusive community by developing accessible places and advocating for diversity in all its forms.