



# NELSON COASTCARE

Strategic Plan 2025–2029

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**EDUCATE  
ENGAGE  
ADVOCATE  
EXPLORE  
ENJOY**



## VISION:

Nelson and its Ramsar site will be valued and appreciated for its ecological value by most of Nelson's community and visitors. Government agencies will prioritise its welfare.



## MISSION STATEMENT

Nelson Coastcare is in pole position to support physical engagement events, share knowledge about our area's conservation values and leverage support from the public, government and not-for-profit organisations.



## CORE PURPOSES OF OUR ORGANISATION

1. To engage with the community through information sharing activities and education.
2. To participate in citizen science projects that will directly contribute to fulfilling knowledge gaps in our area.
3. To conduct on ground works that enhance our town's environment.

## VALUES:

### We believe that:

- Ecological literacy is the key. An informed community will be more energised and proactive too uphold conservation values.
- Small local initiatives and projects can help to inform, educate, protect and restore the ecological values of Nelson and its Ramsar site.
- We can provide a conduit for government agencies and not-for-profits to access members of our community.
- Our voice can be used to speak for the natural environment of Nelson and its Ramsar site.
- We can explore our environment and enjoy our group's social life.

## STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

### The good news is that we have:

- a track record of success and have already achieved the goal of Ramsar and the improved agency attention that entails.
- members with a diversity of backgrounds and skill sets that have yet to be fully exploited.
- allies that we can call on for input and support.
- a group that respects and enjoys each other.
- a contingent of non-local supporters and patrons.

### The bad news is that:

- Nelson's permanent resident has declined leaving empty holiday homes and rentals.
- Our local group is , with few exceptions, getting to advanced years.
- Local PV is under-resourced
- The volunteer space is crowded with many groups competing for a small number of willing individuals.
- Achieving Ramsar means we need to find new goals and identity.
- We have been reluctant to engage with social media.

### Can we see opportunities?

- Technology, especially social media, provides opportunities to reach and engage a wider audience.
- We can continue to partner and support old and new ally organisations.
- We can be more visible within the Nelson township, eg. local working bees.
- Explore ways to reach holiday homers and Mt Gambier & Portland residents .
- Partner in or set up our own citizen science activities.

### Long term aspirations:

- To raise ecological awareness of residents and visitors.
- To be a strong and stable group with a long life.
- To support agencies and not-for-profits to fill knowledge gaps about the Ramsar site.
- Undertake works that help to protect and enhance Nelson's environment.

## STAKEHOLDERS

### We already work with or have worked with:

GHCMA, Parks Vic, Nature Glenelg Trust, SEA, Nelson Reserves CofM, Nelson Mens' Shed, Birdlife Australia, Shorebirds SE, Tangaroa Blue, Headspace Mt Gambier, South East SA NRM, Headspace Mt Gambier, Port MacDonnell Landcare, Ozfish.

### Who we want to work with:

- Mt Gambier residents
- Holiday homeowners
- Tourism Association
- Visitor Information Centres





# GOAL 1

**INCREASE ECOLOGICAL LITERACY AND AWARENESS OF THE NELSON COMMUNITY AND VISITORS.**

## STRATEGIES

- Share information on our on-line platform about the ecological values of the Ramsar site that our group values the most.
- Ask the Nelson Tourism Association what we can do to help support eco-tourism.
- Prepare information brochures on local flora and fauna.

## WHAT WILL WE ACHIEVE?

Increased community pride, and awareness about the ecological values of the Ramsar site and the local Nelson environment.

# GOAL 2

**GROW AND STABILISE NELSON COASTCARE BY ATTRACTING NEW MEMBER AND LEADERS.**

## STRATEGIES

- Promote the benefits of membership
- Promote the use of our resources (cat traps, waterbug kit, etc.)
- Undertake a membership survey annually
- Continue and strengthen our Team Leader approach
- Arrange outings and social events with a learning focus

## WHAT WILL WE ACHIEVE?

- Partnerships with younger members of our community and non-residents
- Strong Executive team
- Newbies who will bring fresh ideas, skills and a younger cohort





# GOAL 3

SUPPORT AGENCIES AND NOT-FOR-PROFITS IN FILLING IDENTIFIED KNOWLEDGE GAPS ABOUT THE RAMSAR SITE

## STRATEGIES

- Identify knowledge gaps that Nelson Coastcare can support/resource
- Define projects for Nelson Coastcare to contribute to or lead and identify available supporting resources
- Set up a working group to deliver projects or coordinate volunteer involvement
- Maintain and strengthen our partnerships with our stakeholder groups

## WHAT WILL WE ACHIEVE?

- Strengthen relationships with our partners and stakeholders



# GOAL 4

PROMOTE, IMPLEMENT AND DELIVER WORK PROGRAMS THAT HELP TO PROTECT AND ENHANCE NELSON'S ENVIRONMENT

## STRATEGIES

- Provide opportunities for the community to be involved in meaningful on ground works programs
- Provide opportunities for members to contribute ideas to our groups planned programs and actions

## WHAT WILL WE ACHIEVE?

- A team of volunteers who feel valued for their contributions
- A sense of pride about the programs we run
- Individuals take on tasks to enhance Nelson's Environment