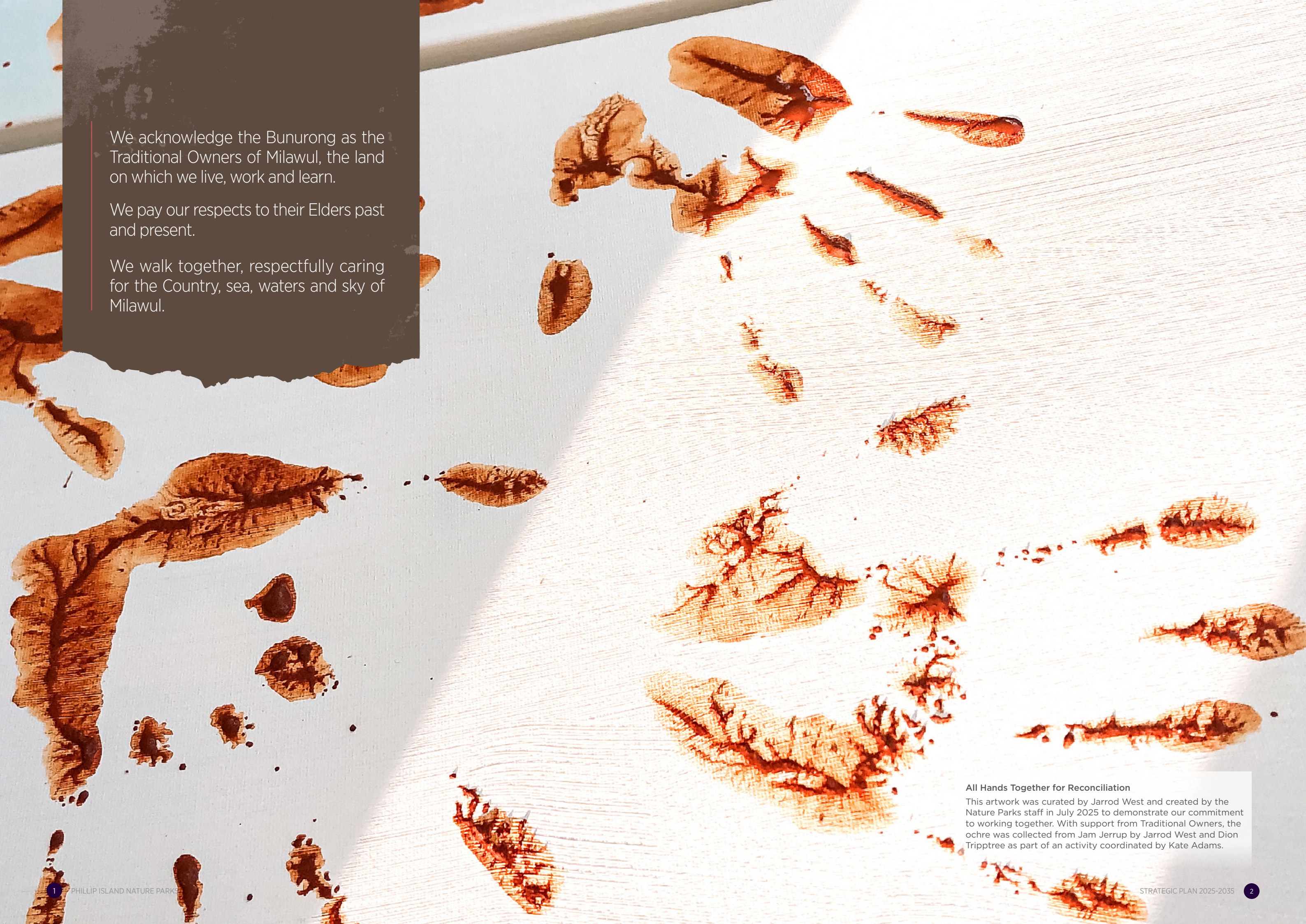




PHILLIP ISLAND NATURE PARKS STRATEGY 2025 - 2035



We acknowledge the Bunurong as the Traditional Owners of Milawul, the land on which we live, work and learn.

We pay our respects to their Elders past and present.

We walk together, respectfully caring for the Country, sea, waters and sky of Milawul.

All Hands Together for Reconciliation

This artwork was curated by Jarrod West and created by the Nature Parks staff in July 2025 to demonstrate our commitment to working together. With support from Traditional Owners, the ochre was collected from Jam Jerrup by Jarrod West and Dion Tripptree as part of an activity coordinated by Kate Adams.

MESSAGE FROM THE CHAIR AND CEO

Firstly, we acknowledge that Bunurong people have cared for Country on Phillip Island (Milawul) for tens of thousands of years and throughout this time the natural environment thrived in sustainable balance. We still have much to learn about managing Country as we strive to re-create an adapted version of the harmony that was in place prior to European Settlement. Bunurong people and knowledge are integral to achieving this goal and this plan establishes our intent to help empower Milawul's First People in creating its future.

Throughout this journey, the Nature Parks will continue to play an important role in ensuring the health of Milawul's environment and we recognise that the restoration process commenced long before our establishment, with some incredible milestones achieved over the past 50 years. We are grateful for the passionate community of conservationists, land holders, advocates and successive governments who sought to rescue land for nature and invested into its restoration.

Phillip Island Nature Parks was created in 1996 to care for public land with natural or historical significance using funds generated from tourism. We recognise that our sustainable funding model

is key to our success and caring for the little penguin colony on the Summerland Peninsula is an important ecological priority that is also crucial to ensure the economic health of our organisation and our region.

While we recognise the challenges ahead of us, including the immense pressure from climate change, we also relish the opportunity to grow the natural environment, improve ecosystems, reinstate diversity and harness the power of people to shape a better future.

We believe that our tourism experiences can create the awe and wonder required to educate and inspire a diverse range of people. We are also confident that with our community and collaborators, we can create bigger and better natural environments on Milawul, where nature and people thrive together.



Kevin Love
Board Chair



Catherine Basterfield
Chief Executive Officer

OUR ROLE AND RESPONSIBILITIES

Phillip Island Nature Parks (Nature Parks) is a State Government entity which was established in 1996 under the *Crown Land (Reserves) Act 1978* to conserve areas of natural interest and beauty or areas of scientific, historic or archaeological interest. The Nature Parks is a unique conservation organisation which raises revenue by delivering nature-based tourism experiences to invest into research-led conservation and land management activities on Phillip Island (Milawul).

While our responsibilities are grounded in the land we care for, our influence extends to the broader environmental, economic, cultural and social outcomes for Phillip Island (Milawul). The roles we perform are listed below:

Public infrastructure:

The Nature Parks manages a large portion of the coastline around Phillip Island (Milawul) and is responsible for providing safe access to the coast, supporting recreation and providing amenity that aligns to the visitation, use and values of the area.

Tourism:

The Nature Parks operates Australia's most popular natural wildlife attraction, which plays a critical role in supporting our local and state visitor economy. We have the privilege of offering nature-based experiences that are ethical, align to our values and meet the expectations of our visitors and community.

Land management:

The vast majority of land under the Nature Parks responsibility was reserved for a conservation purpose and is identified as public conservation and resource zone within the planning framework. The land is also significant to Bunurong Traditional Owners and much is recognised as an area of cultural significance. The way we use and plan for this public land must align with these expectations, whilst also ensuring that public land can support community recreational needs.

Wildlife:

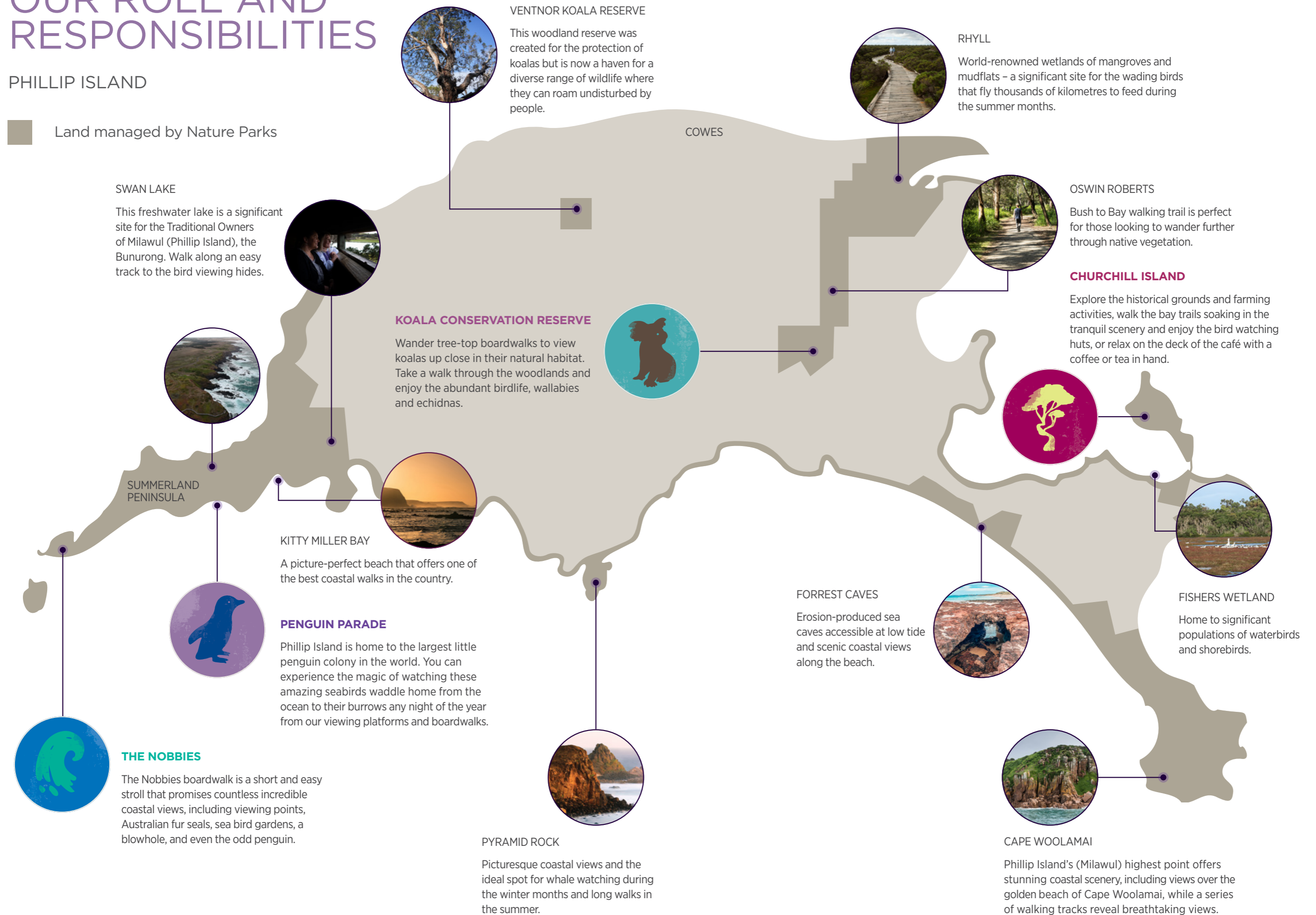
The Nature Parks does not have responsibility for wildlife on Phillip Island (Milawul), however, throughout our history we have played an influential role in ensuring that wildlife on the island flourishes. We play this role through wildlife research programs, habitat restoration, predator control and through wildlife rehabilitation services.



OUR ROLE AND RESPONSIBILITIES

PHILLIP ISLAND

 Land managed by Nature Parks



OUR OPERATING CONTEXT

There are few places in Australia that have the unique wildlife, heritage, culture and scenic beauty of Phillip Island (Milawul). Arriving on the island via water or over the bridge, the mix of agricultural, urban, coastal, woodland, grassland and marine environments creates a rich sense of place and community, that is loved by locals and visitors alike.

Climate change is forecast to have considerable impacts on the marine and terrestrial environments of Phillip Island (Milawul) over the next 30 years, and the impacts are accelerating since we first described our conservation vision five years ago. Whether through drought, fire, storm or temperature changes, the island environment has some challenges ahead and through this plan we will support its adaption.

The future also holds many opportunities for Phillip Island (Milawul), and we are excited by our regenerative vision over the next 30 years. As we share this plan, businesses and communities alike are increasingly focused on reducing their impacts on nature. The Phillip Island and San Remo Destination Management Plan shares a vision of 'tourism for good', which supports a regenerative model of tourism, giving back and supporting a thriving community. Similarly, the Bass Coast Shire Council has shared a vision for our community that cherishes the local environment and landscapes whilst celebrating our unique community character. This is an unparalleled time of alignment in aspirations between agencies, businesses and community on Phillip Island (Milawul) and the Nature Parks is excited to play its role in shaping this future.

For decades we have harnessed the benefits of tourism to accelerate the renewal of ecosystems on Phillip Island (Milawul) and today these unique tourism experiences are even more important to an increasingly urban society. They not only provide a much-needed opportunity to connect with wildlife in natural surrounds, but they sustain and support thriving wildlife populations and their habitats, which in turn drives the local economy. It is this model that remains our competitive advantage.

Victoria is on the cusp of commencing Treaty negotiations with Victoria's First Peoples, to put practical frameworks in place to implement better policies and make sure First Peoples have a say in decisions that impact their lives. Treaty and the negotiations that precede and follow will have a significant effect on Victoria's relationship with First Peoples. As a manager of public land we are ready to contribute to this process and to empower Bunurong people to deliver outcomes for Milawul.

OUR VISION

An island haven where nature and people thrive together.

OUR VALUES

Our Values guide our decisions and are the principles in which we operate; they reflect the way our team work together and with others to achieve our vision and the goals identified in this Strategic Plan.

OUR 30 YEAR VISION

Phillip Island (Milawul) is a haven for flora and fauna, protected by its community and enhanced by those who visit its unique natural wonders.

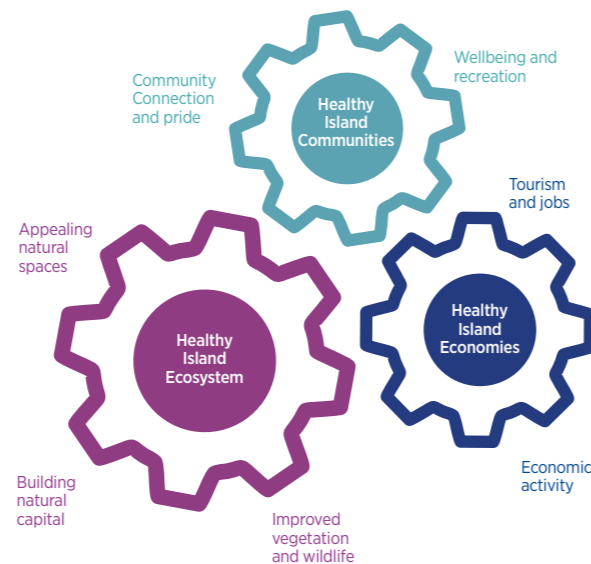
It is a global example of a thriving island ecosystem that is resilient and adaptive to the changing natural world, while creating mutual benefit for both nature and people.

The rich culture of Milawul is celebrated and protected and its First People are empowered to fulfill their aspirations for this unique Country.

OUR LONG-TERM IMPACT

To address the challenges and opportunities, now and into the future, our shared vision for Phillip Island (Milawul) for the next 30 years is regenerative, whereby nature, communities, and local economies thrive.

Through collaborative partnerships, our primary long-term impact will be the continued protection and restoration of healthy island ecosystems, and the delivery of world recognised nature-based experiences, as we strive to create healthy communities and economies for Phillip Island (Milawul).



To guide us towards our vision, we have established six strategic priorities that we believe will create the most impact for the environment, community and economy of Milawul. These priorities are:

- Bigger and better natural areas
- Thriving wildlife
- Bunurong self-determination
- Excellence in regenerative tourism
- Support a vibrant community
- Strong organisation



NATURE CONSERVATION IS PARAMOUNT

We consider nature first, we are guided by Bunurong, our decisions are research led, and we choose sustainable options.



ENGAGING EXPERIENCES

We delight in sharing nature's wonder, we are welcoming and inviting, and we have fun while we work.



FUTURE FOCUSED

We plan for profit, we take initiative, embrace change and always look for better ways to deliver.



DELIVERING OUTCOMES TOGETHER

We are inclusive, open and transparent. We build trusted partnerships by delivering on promises.

OUR STRATEGIC PRIORITIES

2025-2035



BIGGER AND BETTER NATURAL AREAS

Working together, our regenerative approach will enhance the island's natural areas, fostering thriving ecosystems and wildlife that inspire awe and wonder, and increase the natural capital of Phillip Island (Milawul).



1. The overall extent of native habitats across Phillip Island (Milawul) has increased.
2. Phillip Island's (Milawul's) native habitats have advanced condition, resilience and capacity to adapt under climate change.
3. A coordinated network of champions are driving change for nature on Phillip Island (Milawul).
4. We understand the risks to our sensitive marine and coastal environments.

HOW WE MEASURE SUCCESS



Revegetation programs are climate adapted



Partnerships are established to improve natural capital across the island



Pest plant and animal controls are maintained



35 hectares of Nature Parks managed land is revegetated



Impact of overabundant wildlife is reduced



Condition of freshwater habitats is improved





THRIVING WILDLIFE

Phillip Island (Milawul) is a sanctuary for diverse and sustainable wildlife populations.



1. Wildlife diversity is maintained on Phillip Island (Milawul) through climate adaptation and assisted transition.
2. Minimise extinction risk on Phillip Island (Milawul) and beyond.
3. Little penguins maintain a stronghold population on Phillip Island (Milawul).

HOW WE MEASURE SUCCESS

-  Effectively reduce risks to key species.
-  Penguin habitat is climate resilient and accessible.
-  Healthy populations of at least two threatened species are restored.
-  Koala Conservation Reserve has a conservation role in state-wide programs.





BUNURONG SELF-DETERMINATION

The Nature Parks will support and empower current and future generations of Traditional Owners to care for Country through self-determination. The Nature Parks will work to embed Bunurong aspirations into our decision making, planning and management.



1. Bunurong aspirations are embedded into decision making, planning and management.
2. Collaborative management of Country.
3. Effective engagement in strategy and planning.
4. We are engaged, educated and an active ally in Victoria's Treaty process.

HOW WE MEASURE SUCCESS

-  Partnerships are established and are providing value to the Bunurong people.
-  Aboriginal and Torres Strait Islander leaders are established within the Nature Parks.
-  Traditional knowledge and practices are incorporated into land management activities.
-  The visibility of our true history and Bunurong culture on Milawul is enhanced.

EXCELLENCE IN REGENERATIVE TOURISM

Our regenerative tourism will be world-leading, offering exceptional facilities, commercially and environmentally sustainable operations, and diverse, engaging visitor experiences that inspire wonder.

1. Phillip Island's (Milawul's) reputation as a world class wildlife destination is enhanced.
2. Visitor experiences are inspiring, engaging and educational.
3. Facilities are designed to connect people with nature, complement their environment and be safe and sustainable.
4. Our visitor experiences drive profit for a purpose.







SUPPORT A VIBRANT COMMUNITY

The Nature Parks envisages a vibrant island community supported by healthy ecosystems and inclusive access to nature. Its social license is strengthened by its growing community connections.






1. Appealing and accessible natural areas provide a connection to nature.
2. We are champions for Reconciliation within our community.
3. We value the voices in our community and they help shape our future.
4. Grow the number and breadth of our local community champions.



HOW WE MEASURE SUCCESS

-  The Summerland Peninsula Master Plan reimagines the future of this distinctive location.
-  Commercial growth targets achieved.
-  Consistent, high-quality experiences, evidenced by a strong Net Promoter Score.
-  World-leading certification attained in recognition of this special place.

HOW WE MEASURE SUCCESS

-  Improved accessibility across all sites.
-  First Nations community partnerships maintained and strengthened.
-  Gaps in trail networks are minimised.
-  Increased number of community members engaging with the Nature Parks.
-  Coasts and reserves are valued by their users.

STRONG ORGANISATION

We will foster a culture of collaboration and innovation, support the wellbeing of our staff and maintain financial sustainability, to support our long-term vision.

1. Create a workplace where collaboration, innovation and inclusivity come naturally.
2. Make safety second nature.
3. Grow sustainably for the future.
4. Simplify, innovate and stay ahead.
5. Our brand inspires trust and connection.

HOW WE MEASURE SUCCESS



We are an employer of choice in our region, recognised by awards and feedback.



We are carbon neutral by 2030 and seek sustainable accreditation.



Our technological capability is maintained and cybersecurity strengthened.



Leaders are grown from within our team.



Diversified revenue sources are established and meeting targets

OUR PLAN ON THE GROUND

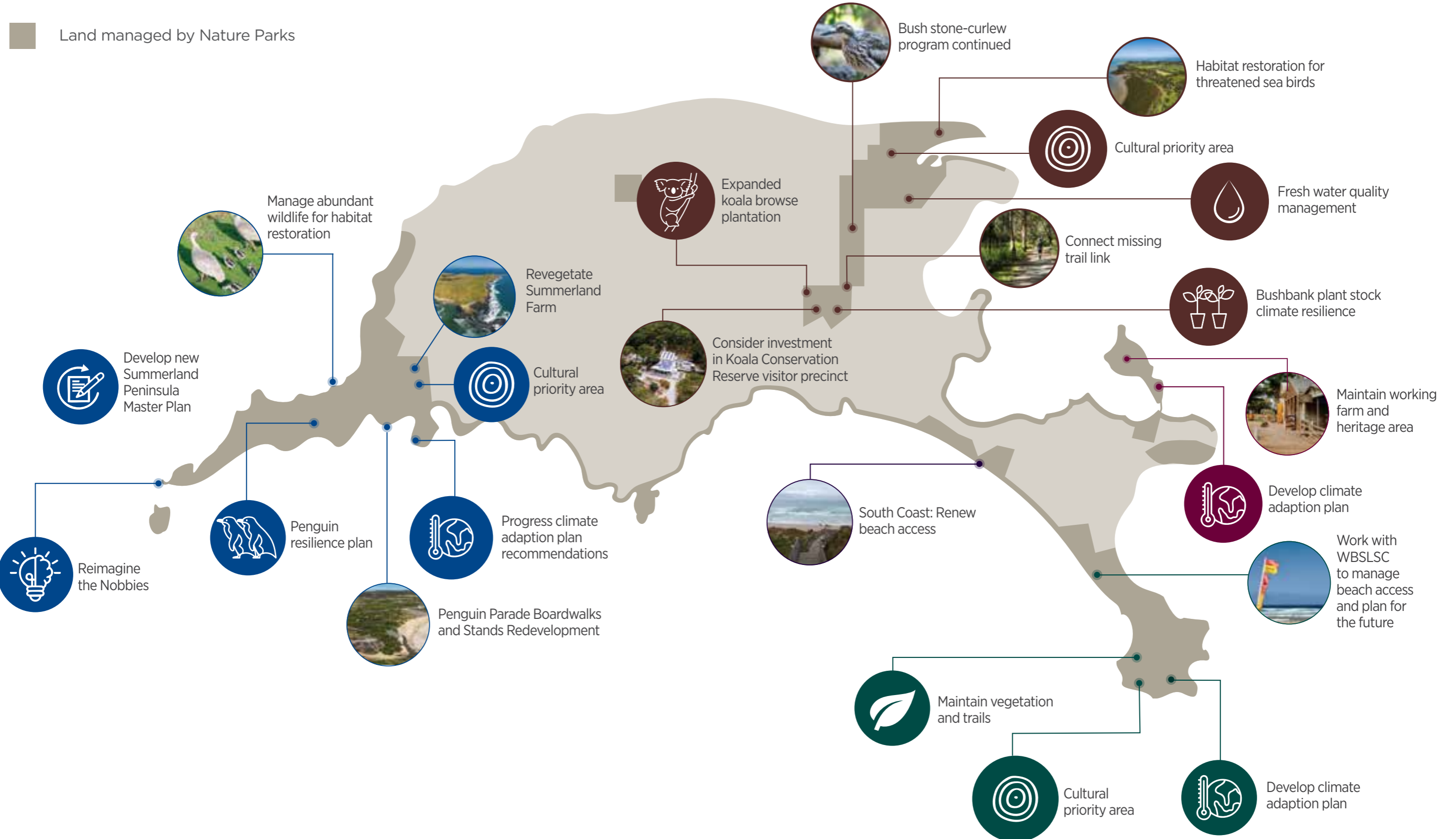
The Strategic Plan will help guide our work towards our vision and grow our impact over the coming decade.

Some of our priorities relate to on-ground actions and we have mapped the significant initiatives identified for the next 5 years to help demonstrate how we will bring this strategy to life.



ON GROUND ACTION

2025 - 2030



GUIDING LEGISLATION AND FRAMEWORKS

The Nature Parks works in the context of international, national, state and regional legislation and policy frameworks. Those most relevant to the Nature Parks are listed below.

FOUNDATION LEGISLATION

Crown Land Reserves Act 1978	The key legislation governing Crown land reserves in Victoria.
Victoria's Marine and Coastal Act 2018 and Policy	Victoria's marine and coastal management is an integrated, coordinated, whole-of-government approach that enables the protection of marine and coastal values and addresses long-term challenges.

FEDERAL GOVERNMENT STRATEGIES

Thrive 2030	THRIVE 2030 is Australia's national strategy for the long-term sustainable growth of the visitor economy.
Australia's Threatened Species Action Plan	The Threatened Species Action Plan 2022-2032 maps a pathway to protect, manage and restore Australia's threatened species and important natural places.
Australia's 30 x 30 target	Implements the UN's 30 x 30 Kunming-Montreal Biodiversity targets.

STATE GOVERNMENT STRATEGIES

Experience Victoria 2033	Experience Victoria 2033 is a strategic plan to shape the future of Victoria's visitor economy over 10 years.
Protecting Victoria's environment- Biodiversity 2037	The Victorian Government's plan to stop the decline of our biodiversity and achieve overall biodiversity improvement over 20 years. Launched in 2017, this plan presents a long-term vision for Victoria's biodiversity supported by two overarching goals.
Victoria's 2035 Emission Reduction Targets	Victoria has set world-leading targets to cut the state's greenhouse gas emissions and achieve 45-50% reduction by 2030 on a pathway to net zero emissions by 2045.

LOCAL STRATEGIES

Bass Coast Shire Council Community Vision 2041	This Community Vision will help guide Council, partners and the broader community with planning and decision making over the next 20 years.
Phillip Island and San Remo Destination Management Plan	The purpose of this Destination Management Plan (DMP) is to recognise and realise the full value of tourism by ensuring it is a positive force for nature, people and our economy over the next 10 years.

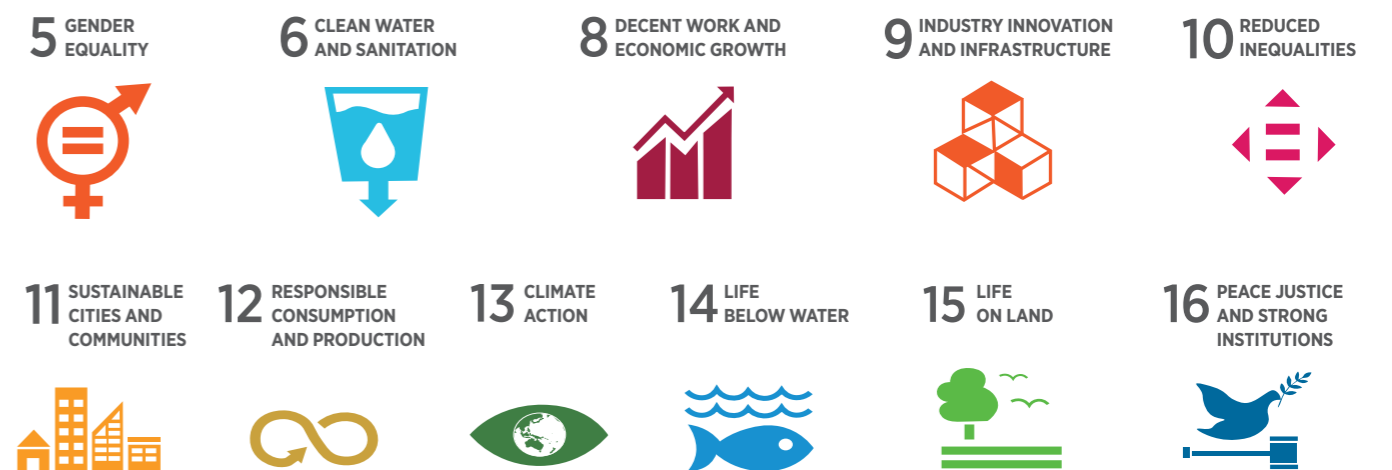
UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The challenges facing our environment are growing more urgent every day.

Recognising these challenges, the United Nations introduced the 2030 Sustainable Development Goals (SDGs) as a global framework to inspire collective action towards a more sustainable and equitable future.

At the Nature Parks, we are committed to these goals and believe that we have a vital role to play in addressing environmental and social challenges. Our work, guided by our commitment to conservation and community, aligns with key Sustainable Development Goals that empower us to make a meaningful impact.

We can contribute to and drive positive change toward to the following SDGs.



ACKNOWLEDGEMENTS

The Nature Parks has worked with several agencies and community groups to prepare this vision and Strategic Plan. These partnerships with Nature Parks neighbours, the local farming community, businesses and wider community, staff, volunteers, students and collaborating organisations will be vital to the delivery of this plan and to Phillip Island's (Milawul's) environmental resilience.

We would like to thank the following key stakeholders for their participation and contribution to the development of this vision and Strategic Plan.

- Australian Ecosystems
- Bass Coast Landcare Network
- Bass Coast Shire Council
- Bunurong Land Council Aboriginal Corporation
- Department of Energy, Environment and Climate Action
- Destination Phillip Island
- Invasive Species Council
- Newhaven College
- Odonata Foundation
- Parks Victoria
- Phillip Island Conservation Society
- Phillip Island Landcare
- Phillip Island Land Alliance
- Phillip Island Nature Parks Board, staff and volunteers
- Sheltered Glamping
- Smiths Beachcomber Association
- Western Port Biosphere
- World Wildlife Fund Australia
- Zoos Victoria
- Members of the Nature Parks Community and Environment Advisory Committee
- Members of the Nature Parks Reconciliation Advisory Committee
- Members of the community and community groups who provided feedback and submissions into this process
- Members of the Nature Parks Scientific Research and Advisory Committee

Little Wonders
PENGUIN
PARADE



The Nobbies
THE NOBBIES
CENTRE



Time Unwinds
CHURCHILL
ISLAND



Bushland Escape
KOALA CONSERVATION
RESERVE



Phillip Island
**NATURE
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