



**Thursday 8 September 2011**

## **Visionary prospects for South Coast**

The newly revised South Coast Regional Strategy for NRM was launched today in Albany containing a vision for the next five years of natural resource management investment.

A product of well over 3,000 hours of community contributions and in excess of 30 meetings across the region, the revision has been a rigorous 12 month process involving all sectors of the NRM Community.

Southern Prospects 2011-2016 is intended to strengthen the region's ability to work effectively to protect the environment. It analyses the values and conditions of the region's resources and ensures that the five theme areas (land, water, biodiversity, cultural heritage) and the overarching consideration of regional capacity are considered holistically.

South Coast NRM chairman Alex Campbell said the strategy had been revisited to ensure that the strategies pursued in the past, continue to be relevant in the face of changing pressures and emerging threats.

He said the previous strategy for the period 2004-2009 had served the region very well in prioritising investment from the Natural Heritage Trust and the National Action Plan for Salinity and Water Quality.

"Many priorities remain unchanged but we now have to be mindful of emerging issues and priorities such as climate change and the carbon economy, as evident in the Australian Government's Caring for Our Country program," Mr Campbell said.

"It's important that Southern Prospects is the starting point for project development so that we know how our plans and efforts fit in to the bigger picture. It is equally important that we are mindful of priorities when funds and resources are limited and to avoid duplication."

South Coast NRM chief executive Rob Edkins said he was proud that Southern Prospects continued to be a community-owned and developed framework helping South Coast NRM to set and achieve goals in caring for the environment.

The new-look strategy also features the inspiring stories of 12 'NRM Champions' working across the region, he revealed, many in a volunteer capacity.

"The latest strategy re-examines long standing NRM issues such as salinity, poor practices and a lack of resources, while providing guiding principles, aspirational targets, goals and outcomes. In many areas, we know that fundamental changes will be required to sustainably manage our resources in the medium to long term," Mr Edkins explained.

"Importantly, we've developed a framework with an emphasis on innovation and lasting partnerships which really will be the key to achieving our goals."

South Coast NRM is currently developing an Investment Plan to identify the specific projects, actions and resourcing required to address the challenges ahead.

Copies of Southern Prospects 2011-2016 can be downloaded from [www.southcoastnrm.com.au](http://www.southcoastnrm.com.au) or picked up from the South Coast NRM Albany office at 39 Mercer Road.

**ENDS**

**Jenelle Bowles**  
**Communications and Public Relations Coordinator**  
**South Coast NRM**  
Direct (08) 9845 8521  
Mobile 0428 928 536  
Email [jenelleb@southcoastnrm.com.au](mailto:jenelleb@southcoastnrm.com.au)

**South Coast Natural Resource Management Inc. is the leading regional group for natural resource management in the South Coast region of Western Australia. As an independent not-for-profit organisation, we work with the community to improve the environment by preserving and protecting unique plants and animals, managing land and waterways sustainably, and sharing knowledge and skills in natural resource management.**