



**National Parks Association of Queensland**

*Connect & Protect*

# Members' Meeting

Carindale Library, 29 July 2023

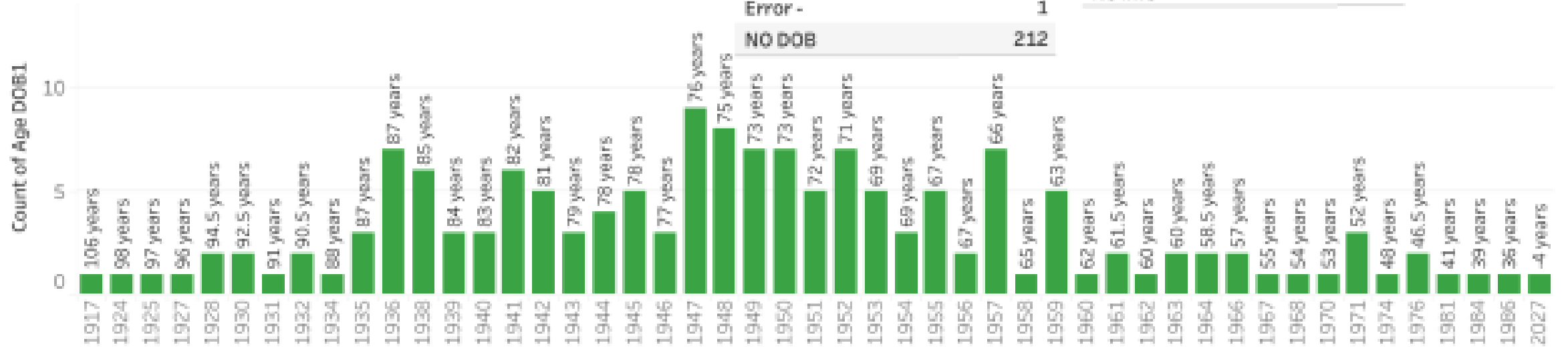
## Generation classification and year of birth of members

Age of Members

No. of Members

DOB 1st Member age

365



DOB 1

Type of Generation

Interwar 75+ (104)	73
Baby Boomers 55-74 y..	68
Gen X 40-54 years	9
Millenials 25-39 years	2
Error -	1
NO DOB	212

DOB 2

Type of Generation B

Interwar 75+ (104)	17
Baby Boomers 55-74 years	15
Gen X 40-54 years	1
NO DOB	88
No info	244



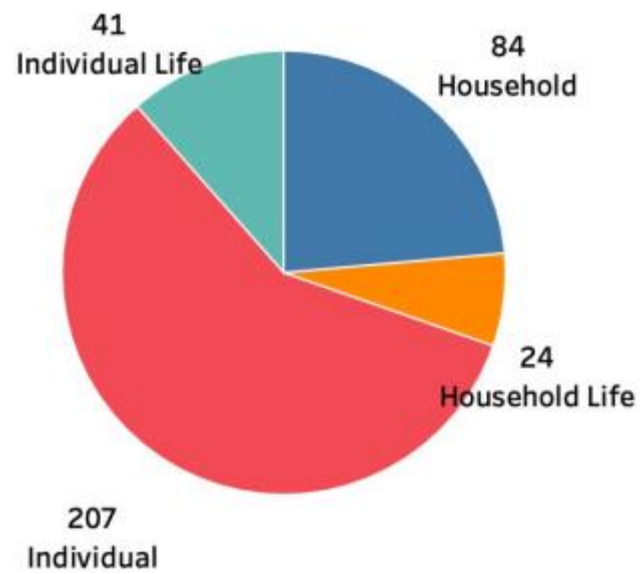


Figure 6. "Membership type"

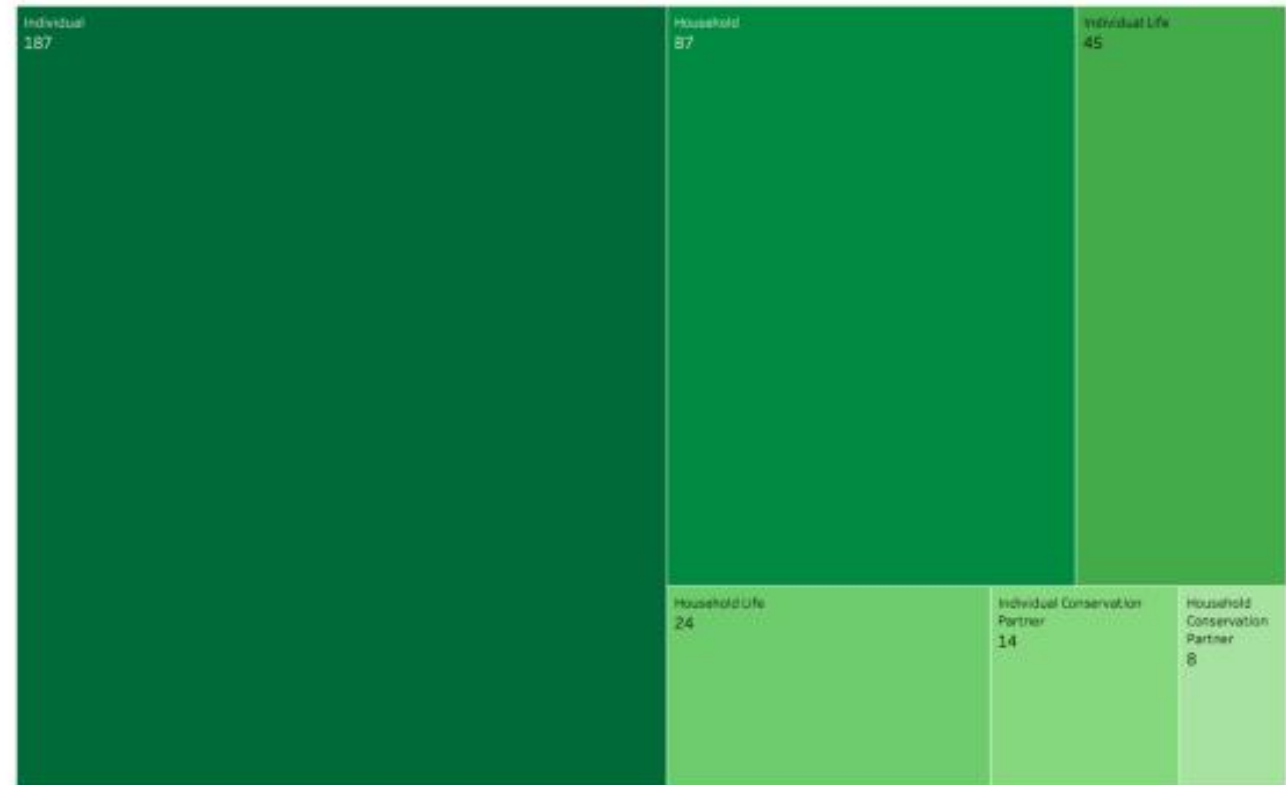


Figure 2. "Memberships breakdown"

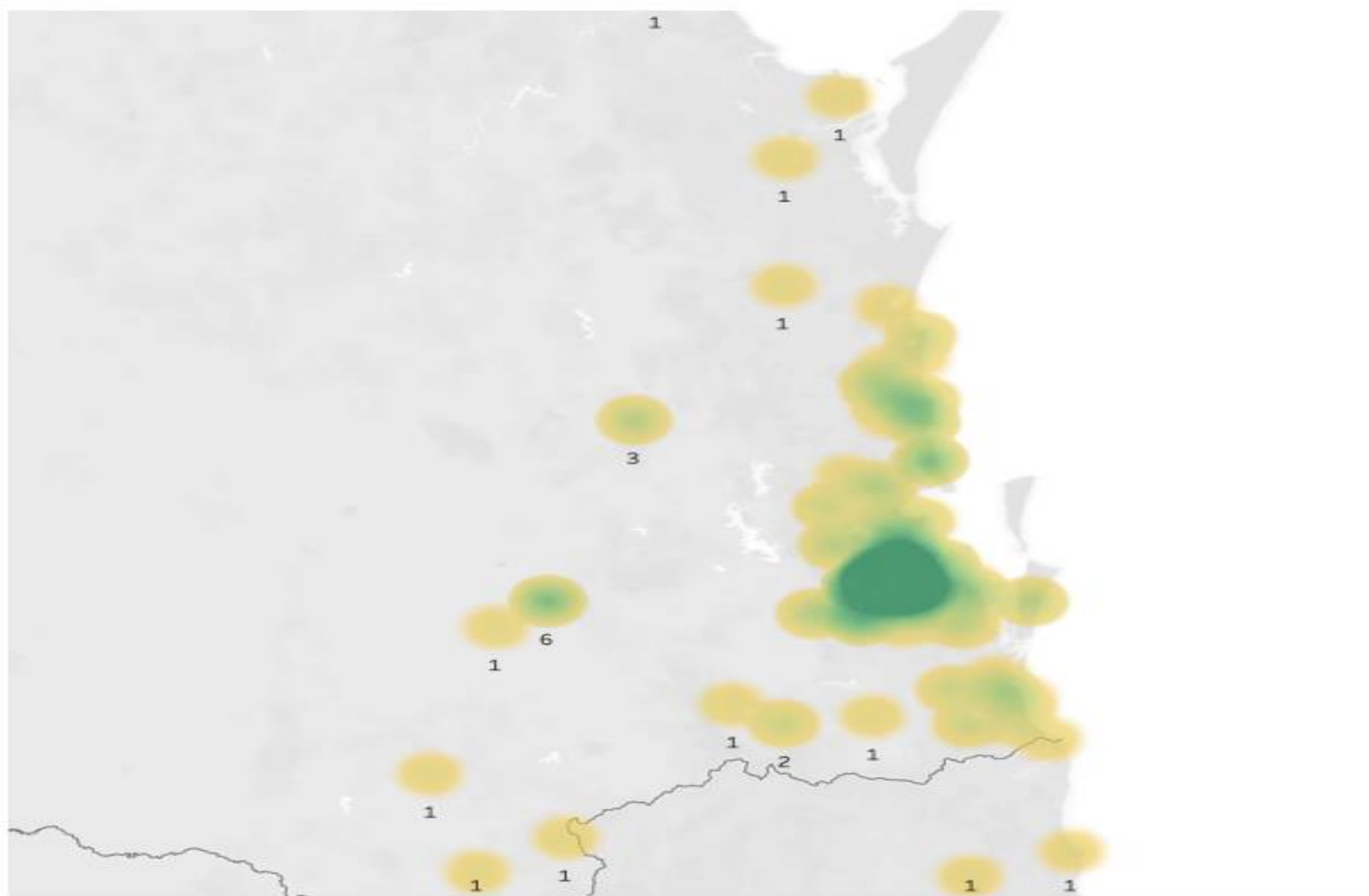


Figure 4. "Members location"



Figure 13. "Number of donations members and non-members"

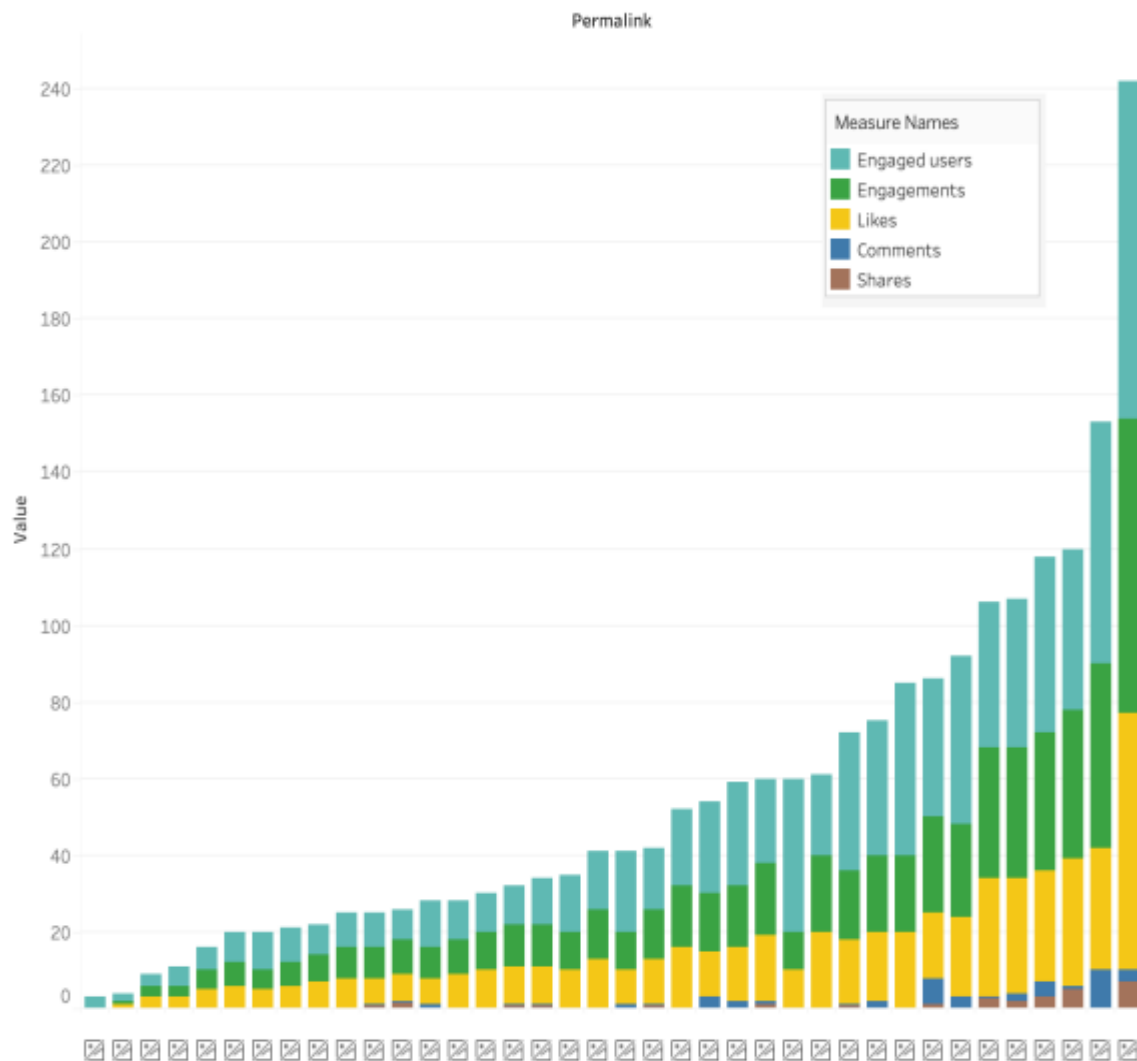


Figure 16. "Metrics of publications"

## Top Three Performing Images (Figure 17.):

### 1. Image 1- Girraween National Park:

- Comments: 3
- Likes: 67
- Engagements: 77
- Engaged users: 88
- People reached: 2,656
- Impressions: 2,709

### 2. Image 2- Park Facts (Currawinya NP):

- Comments: 10
- Likes: 32
- Engagements: 48
- Engaged users: 63
- People reached: 955
- Impressions: 967

### 3. Image 3- Throwback Thursday (Maiala National Park):

- Comments: 1
- Likes: 33
- Engagements: 39
- Engaged users: 42
- People reached: 1,186
- Impressions: 1,186

## Analysis and Insights:



Figure 17. "Image analysis of top 3 images posted"

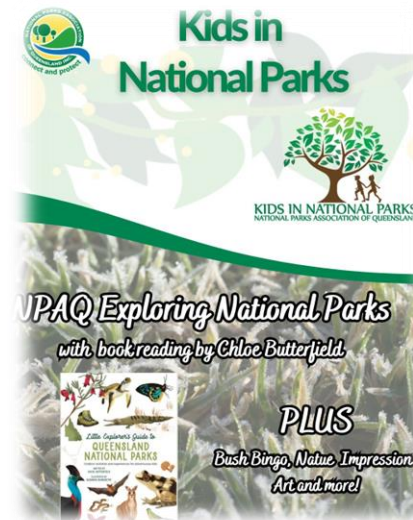


# NPAQ Strategic Plan 2023-2025

<i>Objective 1</i>	<i>Grow our profile and influence to become the go-to advocacy organisation for Queensland's network of protected and conserved areas</i>
KS1	Build our capacity and capability to be a thought leader on Queensland's network of protected and conserved areas by drawing on relevant knowledge and scientific expertise.
KS2	Compile evidence-based advice to help members and supporters to advocate and use their influence.
KS3	Focus our efforts on advocacy that directly supports the expansion, effective management and promotion of Queensland's network of protected and conserved areas.
KS4	Partner with likeminded organisations on core advocacy initiatives.
KS5	Develop a marketing and brand strategy, to help raise awareness of our mission and brand offering.
<i>Objective 2</i>	<i>Demonstrate our unique value to the Minister responsible for the Environment and the Queensland Parks and Wildlife Service &amp; Partnerships</i>
KS6	Actively assist QPWS&P with implementation of Queensland's Protected Areas Strategy 2020-2030.
KS7	Encourage and support landholders, Traditional Owners and regional communities to identify potential areas for inclusion in Queensland's network of protected and conserved areas (e.g. the Granite Belt initiative).
KS8	Encourage the use of alternative funding and governance models to expedite the expansion of Queensland's network of protected and conserved areas.
KS9	Advocate for increased funding for QPWS&P, to better support effective and ongoing management of Queensland's network of protected and conserved areas.
KS10	Support budget bids for Commonwealth funding that could support Queensland's network of protected and conserved areas.
KS11	Provide proactive, constructive and evidence-based input to government strategies, plans and other initiatives that relate to Queensland's network of protected and conserved areas.
KS12	Leverage our membership on the National Parks Australia Council, to support our work in Queensland.
<i>Objective 3</i>	<i>Strengthen our organisational capacity, efficiency and effectiveness</i>
KS13	Implement a refreshed organisational structure that gives us the capacity to deliver our Strategic Plan.
KS14	Attract and retain the right people to our staff, membership, Council and committees.
KS15	Improve collaborative processes for our members, including facilitation and digital platforms.
KS16	Invest in a customer relationship management (CRM) system, to improve our engagement with members, partners and supporters.
<i>Objective 4</i>	<i>Generate sufficient income to sustain our business operations</i>
KS17	Develop and implement a comprehensive fundraising strategy.
KS18	Identify what our members, donors and funding partners need to boost their giving and tailor our services accordingly.
KS19	Secure grant funding to supplement other fundraising outcomes.
KS20	Seek to generate revenue through our business operations, wherever possible.
KS21	Build our capacity to service corporate social responsibility programs.
<i>Objective 5</i>	<i>Elevate our outreach to build greater appreciation for Queensland's network of protected and conserved areas</i>
KS22	Expand our social media activity and online communications, to improve our reach and engagement with the broader community.
KS23	Implement a diverse activities and events program, to engage a broad cross-section of the community in the appreciation of Queensland's network of protected and conserved areas.
KS24	Collaborate with park rangers, volunteer groups, outdoor activity organisations and local businesses, to support local community use of Queensland's network of protected and conserved areas.
KS25	Foster strategic partnerships with the research, health and education sectors, to help promote the value of Queensland's network of protected and conserved areas and the associated benefits for health and wellbeing.

# Recent Achievements

- Three-year Strategic Plan and 2023 Business Plan
- Streamlined governance
- Building rapport with new Minister
- Monthly meeting with QPWS&P Executive
- Mountain biking seminar
- National mountain biking project
- Annual dinner
- Cuthbertson Grant
- Several grant applications pending
- Adjacency principle
- Queensland Tourism & Conservation Alliance
- State budget
- Exploring new partnerships
- New Marketing & Communications Manager





# 2023-24 State Budget

- \$51.9 million over 4 years and \$3.8 million per annum ongoing from 2027–28 to continue the delivery of the *Value's Based Management Framework*, support improved visitor experiences in Queensland's national parks, and support the revitalisation of visitor infrastructure as well with opportunities to support the growth of regional small businesses and First Nations people employment
- \$49.9 million over 4 years and \$16.4 million per annum ongoing for the continuation of the expanded Indigenous Land and Sea Ranger Program, employing an additional 100 rangers, bringing the total program to 200, to undertake culturally appropriate conservation and land management and accredited training to progress career pathways within the land management and natural resource sector
- \$38.6 million over 5 years and \$11.9 million per annum ongoing, to continue to deliver *Queensland's Protected Area Strategy 2020–2030* and improve the management of Queensland's World Heritage Areas
- \$38.6 million over 4 years and \$10.4 million per annum ongoing, to honour existing commitments with First Nations peoples in Queensland, ensuring that we progress agreements and relationships that promote respect, culture, rights and active co-stewardship of Country
- \$31.9 million over 4 years and \$1.8 million per annum ongoing to deliver outcomes-focused and science-based protected area management including new fire management programs on Mulgumpin (Moreton Island) in a true partnership between government and the Quandamooka People

# Queensland's Protected Area Strategy 2020–2030

Protecting our world-class natural and cultural values

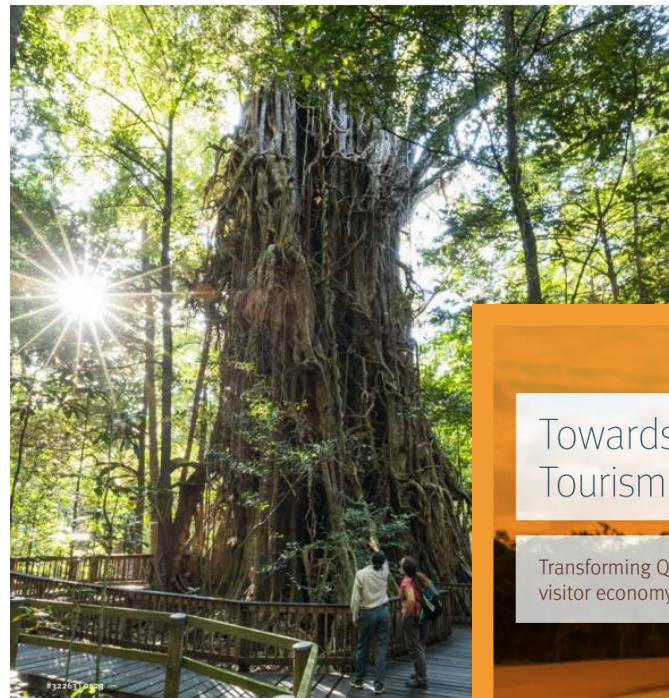


Queensland  
Government

## Ecotourism Plan for Queensland's Protected Areas 2023–2028

*Redefining ecotourism in a contemporary landscape*

Queensland  
Good jobs  
Better services  
Great lifestyle



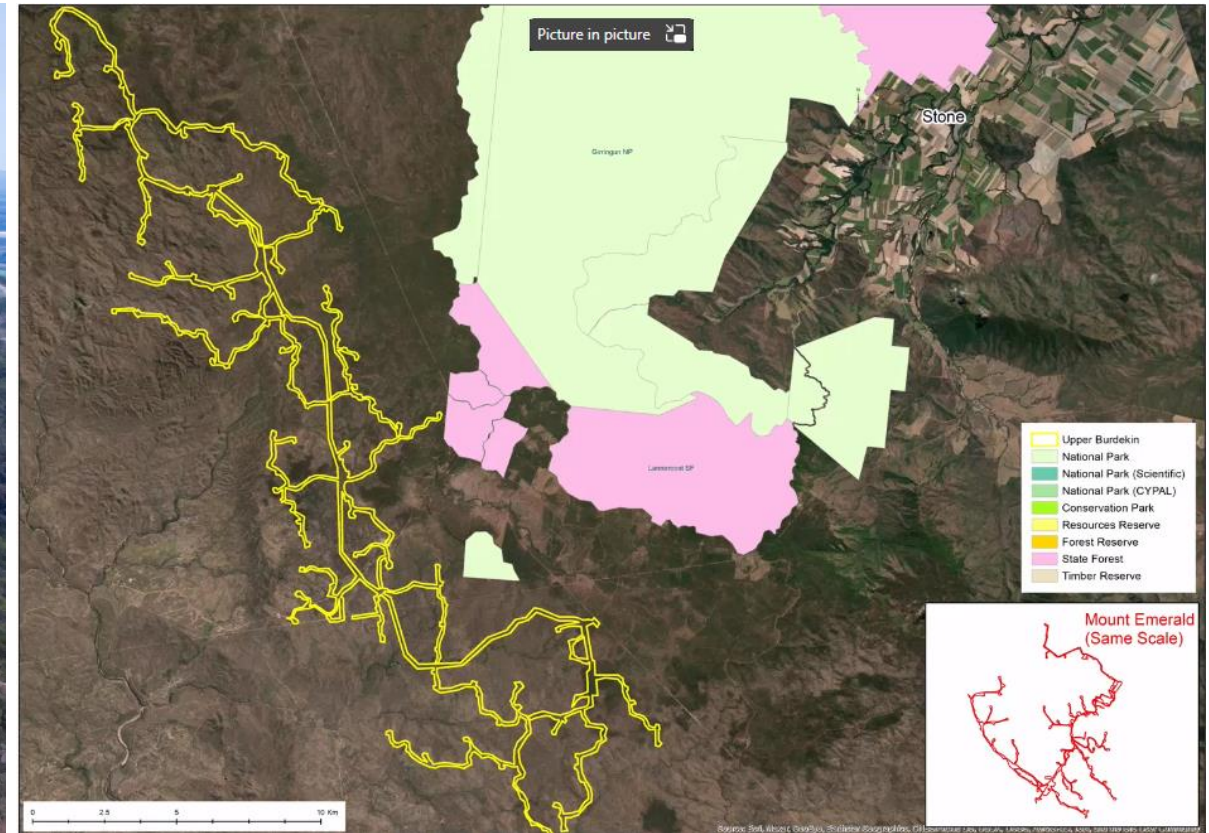
## Towards Tourism 2032

Transforming Queensland's  
visitor economy future





# Renewables



[presentation](#)