



2026-2029

Strategic Plan

Reef Catchments connects environment, community and economy, working alongside local partners to deliver practical solutions that create lasting environmental and social value.

Our culture is the heart of our organisation and is founded on a clear vision and a strong set of values. We strive to be a place where people are proud of their workplace and whom our stakeholders trust.



Purposeful

We are motivated to facilitate positive change



Connected

We are committed to developing authentic relationships



Respect

We acknowledge and respect the diversity of values and opinions



Evolve

We encourage growth through building skills and knowledge



Accountable

We are responsible for our actions and honouring our commitments

OUR PURPOSE:

We facilitate change and work toward long-term solutions to sustain, safeguard and enhance our region's natural resources and environment, now and into the future.

OUR VISION:

Resilient Ecosystems, Engaged Communities



We embrace innovation to increase the effectiveness, transparency, and scalability of natural resource management.

Use technology and data to support evidence-based decision-making.

Apply adaptive approaches that respond to changing environmental, community and funding conditions.

Improve how we measure and communicate outcomes for funders, partners and communities.



Delivering High Value Services

Our people are central to delivering successful outcomes, with our values shaping how we lead, support, and work together.

Build capability, leadership and specialist expertise at every level of our organisation

Create pathways that support the growth of current staff and next-generation NRM professionals

Foster a culture of learning, collaboration and continuous improvement



Strengthening Partnerships & Engagement

We deliver projects that are well-governed, well-managed and focused on real outcomes for our region's community and environment.

Apply rigorous program and project management across all our work.

Deliver stakeholder-informed, evidence-based NRM activities with measurable, lasting outcomes.

Promote impact through accessible, real-time data that demonstrates outcomes and accountability.



Innovating for impact

We design and deliver programs that respond to regional needs, meet funder expectations and generate measurable environmental and community benefit.

Ground our work in the Regional NRM Plan, responding to identified regional needs and opportunities.

Develop and deliver a diverse range of programs generating strong environmental outcomes.

Translate science and evidence into practical, on-ground action and solutions.



Investing in our People

Strong relationships are at the heart of what we do. We build trust with government, industry, community and research partners to deliver outcomes that go further together.

Grow and strengthen relationships across government, industry, philanthropy, research traditional owners and community.

Build community awareness and participation through clear, evidence-based communication.

Support shared stewardship of our region's natural resources and environmental outcomes.



Excellence in Delivery