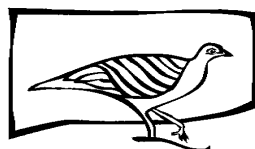


## VISION

*A community where all sectors are involved in securing the sustainable future of Australia's natural bushland*



**MALLEEFOWL**  
Preservation Group Inc.

## APPROACH

*Promote the Malleefowl as a flagship species to expand nature conservation in Australia*

### AIMS

Promotion & Awareness	Funding & Sponsorship	Research & Development	Malleefowl Conservation	Service & Facilities	Membership
<ul style="list-style-type: none"> <li>Promote the aims and objectives of the Malleefowl Preservation Group (MPG)</li> </ul>	<ul style="list-style-type: none"> <li>Maintain long term financial viability of the Malleefowl Preservation Group</li> </ul>	<ul style="list-style-type: none"> <li>Identify factors limiting Malleefowl populations</li> </ul>	<ul style="list-style-type: none"> <li>Develop and implement National Malleefowl Recovery Plan guidelines in Western Australia</li> </ul>	<ul style="list-style-type: none"> <li>Provide an effective support base for group operations</li> </ul>	<ul style="list-style-type: none"> <li>To value, inform and involve a diverse membership</li> </ul>

### STRATEGIES

<ul style="list-style-type: none"> <li>Raise group profile</li> <li>Develop and support regional interest groups</li> <li>Deliver and promote education programs</li> <li>Maintain regular project reports and Malleefowl Matter newsletters</li> <li>Seek media promotion</li> <li>Promote conservation at public forums</li> </ul>	<ul style="list-style-type: none"> <li>Develop innovative and strategic sponsorship and fund raising opportunities</li> <li>Promote and advertise sponsor support</li> <li>Develop and implement MPG fund raising projects</li> <li>Promote tax deductible gift fund</li> </ul>	<ul style="list-style-type: none"> <li>Extend associated habitat knowledge</li> <li>Promote joint projects</li> <li>Disseminate research results</li> <li>Develop conservation strategies based on research results</li> </ul>	<ul style="list-style-type: none"> <li>Protect habitat</li> <li>Reduce threats</li> <li>Create corridor links</li> <li>Develop regional &amp; state action plans</li> <li>Monitor and identify populations</li> <li>Implement captive breeding and re-introduction</li> </ul>	<ul style="list-style-type: none"> <li>Expand office infrastructure</li> <li>Identify resource assistance programs</li> <li>Establish an efficient and committed team</li> </ul>	<ul style="list-style-type: none"> <li>Provide membership opportunities</li> <li>Increase membership knowledge</li> <li>Encourage participation</li> <li>Increase social activities</li> <li>Spread volunteer workloads</li> </ul>
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### OUTCOMES

<ul style="list-style-type: none"> <li>Establishment of interest groups</li> <li>Increased MPG profile and project support</li> <li>Increased nature conservation awareness</li> </ul>	<ul style="list-style-type: none"> <li>Long term financial security</li> <li>Sponsor recognition</li> <li>Long term fund raising project development</li> </ul>	<ul style="list-style-type: none"> <li>Increased knowledge of factors limiting Malleefowl abundance and distribution</li> <li>Strategic project planning that addresses habitat biodiversity and limiting factors</li> <li>Increased partnership projects</li> </ul>	<ul style="list-style-type: none"> <li>Increased habitat protection &amp; corridor links</li> <li>Established Malleefowl conservation guidelines</li> <li>Decreased Malleefowl threats</li> <li>Assessment of population distribution/trends</li> <li>Development of captive breeding guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Equitable spread of workloads</li> <li>Happy, informed, involved and enthusiastic team</li> <li>Recognition as a professionally managed organisation</li> </ul>	<ul style="list-style-type: none"> <li>Increased member to member liaison</li> <li>Satisfied, involved and informed membership</li> </ul>
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