



CCG Strategic Directions 2015-2018

Protecting and enhancing the
natural environment of the
Margaret River region



*Cape to Cape
Catchments Group*

‘Our Environment - Our Future’



Chair's Foreword

CCG Strategic Directions 2015-2018' sets a bold, new direction for the Cape to Cape Catchments Group (CCG) that responds to the many challenges our community must address if we are to maintain the special environmental values and systems that underpin the lifestyles and livelihoods on which our region's future depends.

CCG is uniquely placed in the Margaret River region to provide the leadership required to achieve coordinated conservation across the Margaret River region. CCG has the proven potential to pull together partnerships to ensure environmental protection is considered foremost in planning and management across landscapes and jurisdictions. We also have a proud record of working with landowners to deliver on ground works and engage the wider community through events, education and volunteer and citizen science projects. More about CCG and its achievements since its inception in 2002 can be found in our 'Introducing the Cape to Cape Catchments Group' brochure.

The programs set out in 'CCG Strategic Directions 2015-2018' require working with partners to do the community consultation and engagement, do the research, do the planning, do the monitoring that will ensure that our on ground interventions are efficient, effective and sustained. These programs are not achievable solely through government grants, which are generally short-term, stop-start and overly tied to on-ground works.

Achieving our aspirations will depend on inspiring our support base in the Margaret River community to provide the financial backing needed to operate our core administration and provide the foundation for forging partnerships and winning grants to undertake the priority projects identified in our programs.

May I extend an invitation to everyone in the Margaret River region to get behind the Cape to Cape Catchments Group at this crucial time – the launch of a three year plan that will provide the environmental care and protection that this extraordinary south-west corner of WA requires and deserves.

A handwritten signature in black ink, appearing to read 'Boyd Wykes', written in a cursive style.

*Dr Boyd Wykes
Chair, Cape to Cape Catchments Group*

The Margaret River Region

Caring for our Country

CCG recognise the Wardandi people as the traditional inhabitants of the Margaret River Region who have used the land, sea, rivers and flora and fauna for tens of thousands of years.

We aim to involve the Wardandi people at all levels of our work from strategic planning to on ground action and value their participation in community engagement and education programs.

CCG wishes to continue this valuable partnership with traditional inhabitants in Caring for our Country for a sustainable environment for the future.

Values

The Margaret River region is a unique and special place. It contains wildlife refuges, healthy waterways and a wild scenic undeveloped coast. It forms the western end of one of Australia's two internationally recognised biodiversity hotspots – areas of extraordinarily high natural diversity that are under threat.

Our landscape centre-piece, the Margaret River, contains rare and threatened species unique to its catchment and in need of careful protection, while a further 14 streams of individual character cut through the Leeuwin-Naturaliste Ridge to a spectacular coastline.

Our outstanding natural environment is fundamental to the lifestyles enjoyed by our community and sustaining our major livelihoods of wine, food and tourism.

Challenges

As part of the fastest growing region in Western Australia, the area is under ever increasing pressure from a growing population. Fragmentation of the landscape means natural resource management across a variety of tenures provides a challenge.

Our fragile environment faces many challenges that are interconnected including climate change, dieback, marri canker, weeds, feral animals, bushfire and diminishing stream flow. These challenges have the potential to change the region dramatically if they are not addressed.

The Cape to Cape Catchments Group (CCG) is the only community group in the Margaret River region providing a direct link between government agencies, industry, landowners and the wider community and able to tackle these challenges. We provide the scientific and conservation leadership needed to ensure a future for the region.



CCG Strategic Directions 2015-2018

Outcomes



Conserve the Margaret River

Reduce threats to biodiversity

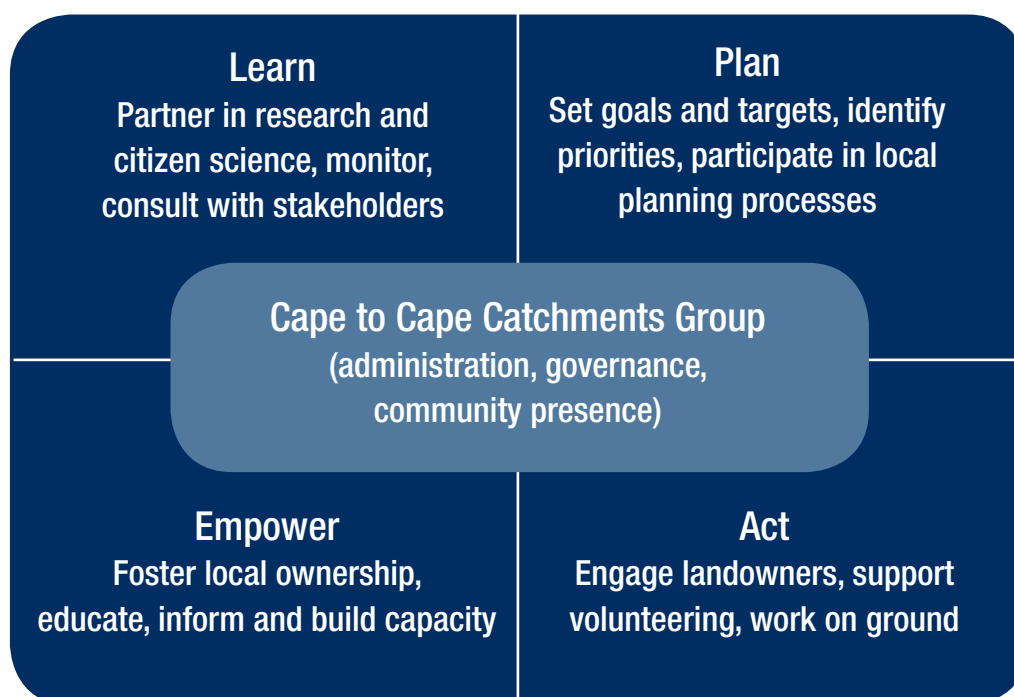


Maintain healthy waterways

Support coastcare



Response



Challenges





Our fragile environment faces many challenges that are interconnected including climate change, population growth, pests and disease, bushfires and diminishing streamflow.

Values





The Margaret River region is a unique and special place. Our outstanding environment is fundamental to the lifestyle enjoyed by our community and to sustaining our major livelihoods of wine, food and tourism.

What CCG will achieve

Program	Approach	Outcome
<p>Conserve the Margaret River</p> <p>A comprehensive program to ensure the Margaret River and its tributaries remain healthy and resilient.</p>	<p>In consultation with the community and our stakeholders CCG will identify priority action to keep the Margaret River healthy and resilient for future generations. Our aim will be to maintain ecological function and protect aquatic biodiversity of the river system.</p> <p>We will partner with academics, agencies and the community to improve our knowledge and understanding of the river system and monitor river health to assess the success of our management actions. Our aim will be to identify potential problems early and act quickly to keep the river system healthy.</p> <p>We will continue to engage landowners in on ground action to improve the ecological condition of the foreshores of the Margaret River and its catchment and support this action through funding initiatives and capacity building activities.</p> <p>CCG will involve the local community in its work on the Margaret River through citizen science, engagement and volunteerism. Raising community appreciation and understanding of this beautiful river system and its unique biota through environmental education and awareness raising activities will be vital to our success.</p>	<p>A healthy and resilient Margaret River for future generations to enjoy and appreciate.</p> 
<p>Maintain healthy streams</p> <p>A program of on ground work and landowner engagement to maintain the future health of the fourteen other streams in the Margaret River region.</p>	<p>CCG will assess the condition of streams in our landscape and identify priority actions to maintain their future health. Our aim is to maintain ecological functioning within the context of established land use.</p> <p>With the assistance of catchment champions CCG will bring landowners together on a catchment basis, to increase understanding of stream management, and engagement in on ground action and to foster landowner responsibility for future management.</p>	<p>Healthy stream ecosystems within our landscape.</p> 

What CCG will achieve

Program	Approach	Outcome
<p>Reduce threats to biodiversity</p> <p>A program of whole of landscape planning and targeted, coordinated and sustained on ground action to protect our unique biodiversity.</p>	<p>CCG will work to reduce the impact of climate change, population growth, pests and disease, bushfire and diminishing stream flow on the unique biodiversity of the Margaret River region. We will be cognisant of emerging issues that threaten our biodiversity and address these issues accordingly.</p> <p>We will partner with research institutions, agencies and the community to further understand our biodiversity values and the threat of potential impacts.</p> <p>We will build our Geographic Information System (GIS) capacity to assist in the identification of key biodiversity values and enable us to strategically target action across our landscape.</p> <p>Working with groups of landowners CCG will coordinate strategically directed, sustained programs of pest and disease management and work to improve ecological linkages in the landscape.</p>	<p>Connected ecosystems supporting the diverse and unique biota of our region.</p> 
<p>Support coastcare</p> <p>A program to support community groups protect and manage the Capes coastal environment.</p>	<p>CCG will support local coastcare groups to achieve environmental outcomes on the Capes coast through partnership projects, technical advice, information sharing and funding assistance.</p> <p>We will support education events and community awareness raising activities to promote responsible behaviours and action to protect this fragile coastal environment.</p>	<p>Healthy stream ecosystems within our landscape.</p> 

An Offer to Our Supporters

CCG can offer the following to those individuals, businesses and organisations who support the 'Strategic Directions 2015-2018 Initiative:

Corporate and individual social responsibility

- Supporting our initiative allows corporations and individuals to generate positive change and make a real difference in their communities.
- Create good will for your organisation within the community.
- Reduce your carbon footprint.

Engagement and reporting

- Opportunities to sponsor your project of choice and have input to how that project is conducted.
- Annual report card to our funders outlining our achievements and our environmental outcomes.
- Personal or employee engagement through hands on project involvement – volunteer programs, planting days and field days.

Promotion

- Regular newsletters, media releases etc recognising our supporters.
- Corporate sponsors are recognised through the display of logos on cars, trailers and signage.

Tax deductible donations

- All donations to the Cape to Cape Catchments Group Public Fund are 100% tax deductible.

CCG Ready to Deliver

CCG is uniquely poised to deliver on the conservation imperatives of the Margaret River Region.

Our Credentials

- CCG has a successful track record in working in partnership with industry, government and the community to implement sustainable environmental outcomes.
- Our past experience provides us with insight to confidently plan and develop ideas to create projects with effective environmental outcomes.
- We have a professional team with skills in environmental management, project management and community engagement.
- Our volunteer management committee ensures good governance and that we continue to deliver outcomes with certainty and transparency.
- We comprehensively monitor, evaluate and report regularly to our funders and the community on progress of our projects and programs.

Sound community networks

Since our inception we have established strong ties with a wide range of organisations and groups in the community. Our membership includes over 300 individuals and groups operating in the Margaret River region. We work with the community to build capacity and to promote changes in attitudes and behaviours.

Our Sense of Place

Landscape

The Margaret River Region is bounded by the picturesque Leeuwin Naturaliste Ridge with its dramatic coastal geology and special cave ecosystems. The landscape of jarrah, marri and karri forest linked by pockets of trees across paddocks and vineyards is fundamental to our sense of place. The Margaret River and smaller freshwater streams winding through the landscape create corridors of green that support marron and other aquatic life, wildflowers, birds and understorey species. An interlacing of forest, streams and coast shapes the pleasant microclimate of our region, setting us apart from other predominantly cleared landscapes.

Biodiversity

Our place is a wildlife refuge with healthy, biodiverse reserves and a wild scenic, undeveloped coast. The streams contain rare and threatened species unique to the region in need of protection. It is a part of an internationally recognised biodiversity hotspot. Sufficient natural environment has been retained for our ecological systems to remain functional and resilient to the pressures we place on them. It is hard to see the incremental loss which is occurring and complacency is our biggest challenge.

Ancient links

The region is part of an ancient landscape, recognised through our membership of Gondwana Link, a project that unites conservation programs across southern WA. People have long been part of this land, with the Wardandi families of the region linking us to an ancient human heritage of living in balance with our environment.

Lifestyle

The region's natural environment is at the very heart of our community's sense of wellbeing as we move about, play and work in the region. We cherish the region's bush, streams, undeveloped coast and beaches. Walk trails, mountain biking, surfing, swimming, snorkelling and other nature-based activities nourish locals and visitors alike. It is our 'forever place'. CCG's work is about keeping this place beautiful and intact.

Economy

The region's economy focuses on tourism and production of quality wine and foods. Proactive support and protection of the region's environmental values is critical to the future of this economy.

