

R-SR 1: Securing Novel Funding Partnerships

Develop a collective, regional Strategy for attracting novel (non-traditional) funding/resourcing opportunities for investment in a wide range of NRM initiatives (including philanthropy).

This strategy delivers on these Regional Themes	Biodiversity	Biosecurity	Coastal Systems	Sustainable Industries	Water
	✓	✓	✓	✓	✓
This strategy delivers on these Strategic Outcomes	Supportive, policies, plans and regulations	Collaborative, adaptive planning and action	Traditional Owner Benefits	Sustained and diverse resourcing	Community stewardship, values and action
	✓	✓	✓	✓	✓

Outcome	<p>Pursuing new and novel funding partnerships results in:</p> <ul style="list-style-type: none"> ▪ A larger sum of cash and non-cash resources available for NRM in the Wet Tropics. ▪ A wider range of investors, including philanthropic and corporate, contributing to NRM management in the Wet Tropics. ▪ Strategic partnerships that deliver increased resources to NRM. ▪ Enhanced opportunities for Traditional Owners to secure funding for working on country.
Justification	<p>The trend in government 'grant' funding to support NRM has been declining for many years. However, there are many resources out there (both cash and other) that could be accessed to support initiatives if they are well articulated and the case is compelling. The iconic nature of the region is a unique drawcard for novel investment, and a collective strategy around seeking that investment will be critical to future resourcing.</p>
Key steps	<ol style="list-style-type: none"> 1) Collectively develop compelling, regional, multi-partner investment portfolio to communicate investment opportunities and benefits (links to project R-CV1). The portfolio must: <ul style="list-style-type: none"> ▪ Tell a compelling story about the point of difference and the value-add of investing in the Wet Tropics, including the re-listing of the World Heritage Area for its cultural values. ▪ Include appealing discrete projects that can be taken up by individual investors. ▪ Highlight the multiple outcomes... environmental, social, economic and cultural benefits to be derived (including case studies) – the quadruple bottom line including health, industry, economy. ▪ Link funding to tangible outcomes and include mechanisms for accountability/tracking change. ▪ 'Sell' what people care about and want to 'buy'. 2) Find out how other states/countries/industries have done this successfully in the past. 3) Identify existing, novel funding opportunities and partnerships that are outside the NRM sector. 4) Identify opportunities in emerging technology (eg. crowd sourcing) to broaden our reach.

Feasibility considerations

- ✓ The new Wet Tropics Plan for People and Country can assist with telling the story much better.
- ✓ There are already groups (eg. Rainforest Rescue) and organisations across the country doing this effectively.
- ✓ There is enough expertise in the region – resources are needed for dedicated people to follow up on opportunities.
- ✓ Partnerships with larger fund raising bodies could assist (eg. WWF) – they can secure the money, we can provide the delivery mechanism (including communications) in the most iconic location of Australia.
- ✓ Could include lobbying for user pays/levy resourcing.
- ✗ Relationships can take a long time to establish, and even longer to bear fruit in terms of investment – it takes a clear long-term strategy and persistence.
- ✗ Someone needs to 'own' the process and commit to being in the driving seat.