



Vision: Helmeted Honeyeaters are no longer critically endangered and are thriving in a protected habitat.

Mission: Leading communities to build a thriving habitat for Helmeted Honeyeaters.

Strategic Objective 1	Strategic Objective 2	Strategic Objective 3	Strategic Objective 4	Strategic Objective 5
Over the next five years we will help to improve the status of the Helmeted Honeyeater in the wild and assist with its conservation by enhancing and increasing habitat within the Yellingbo Nature Conservation Area and surrounding the Liwik Barring Landscape Conservation Area.	Establish and secure long-term, sustainable funding streams to ensure financial stability and support ongoing initiatives for the Helmeted Honeyeater.	Grow a robust and dedicated volunteer base to support conservation and educational activities.	Transform the nursery, funding permitting, into a space that serves both as a nursery and a vibrant community hub, fostering engagement and collaboration.	Enhance the expertise and skills of volunteer committees through targeted recruitment.
Strategic Goals	Strategic Goals	Strategic Goals	Strategic Goals	Strategic Goals
Grow relationships and habitat planting with current key stakeholders. Grow habitat restoration and revegetation within the YNCA and via the Beyond Yellingbo program on private land where funding permits.	Increase nursery revenue by 5% annually over the next three years to enhance financial growth and support conservation efforts. Develop a diversified fundraising strategy, including grants, donations, and corporate sponsorships. Launch a community donor and a major donor program. Continue to organize annual fundraising events and campaigns to raise awareness and funds. Continue to explore opportunities for government and private sector partnerships.	Review of current volunteer database. Build out more feedback programs for Volunteers to give feedback to COM directly. Foster a supportive and rewarding volunteer culture with regular recognition and appreciation events. Develop a volunteer retention strategy that includes opportunities for skill development and leadership roles.	Transform the nursery into a multifunctional space serving as both a nursery and a community hub hosting multiple community engagement and education events through the year. In year 2 we would aim for six events a year. Collaborate with local groups and organizations to host regular community events and activities. Develop partnerships with local businesses and organizations to increase sales and visibility. Implement a customer loyalty program that is focused on the impact of the Nursery to the survival of the Helmeted Honeyeater to encourage repeat business.	Overhaul of existing Committee TORs and membership. Targeted recruitment for each committee i.e the Fundraising Committee is made up of professional fundraisers. COM transforms from a tactical group into a governance and strategy group.