

Deep roots, strong future

January 2022



Conservation Volunteers Australia acknowledges the traditional owners of the places in which we work to connect communities to nature. The unique character of Australia's landscapes and ecological communities has been, and continues to be, shaped by the deep knowledge and cultural practices of its first peoples. We are inspired by the deep connections to Country that have been formed and held over tens of thousands of years, and we pay our respects to traditional elders - past, present and emerging - for their leadership and commitment to sustaining the land that nurtures us all.

In 2021, CVA committed to developing a Reconciliation Action Plan (RAP), taking our first steps towards a "Reflect" RAP. This will be a strategic document that supports our business plan, including practical actions that will contribute to reconciliation - both internally and wherever we engage with communities around Australia.

Nature nourishes us. It feeds our minds, our bodies and our sense of self. Leafy green spaces, wild places, life in its amazing diversity on land and underwater – all these things provide us with sustenance, inspiration and awe. We are part of nature. It's not surprising then that we benefit from spending more time in nature. Today, what we've known intuitively is being backed up by evidence: nature cares for us.

Today though, Australians are more disconnected from nature than ever before, which makes it harder to reap those benefits, and harder for us to find the motivation and means to look after the natural world that surrounds us and supports us.

For the past 40 years, Conservation Volunteers Australia has been committed to reversing this trend of disconnection. Our expertise lies in reconnecting people with nature in ways that benefit us individually, as communities, and for the world upon which we all rely.

Our vision is of a world in which nature and people thrive, together.

Chairman’s reflection



There’s no denying that the past couple of years were awful. No-one has been untouched by the COVID-19 pandemic or its many disruptive effects. Coming hard on the heels of the most severe wildfires in living memory, challenges that no-one could have foreseen were thrown at us to grapple with.

For Conservation Volunteers Australia, the impacts were felt right across our business. In-person activities, our conservation study tours and even some remote conservation projects came to an abrupt halt. Safety concerns meant that staff could not visit others, or even travel in the same vehicle as their colleagues. If we were simply an organisation that planted trees with the help of dedicated supporters, we would have been in serious trouble. Fortunately, we are much more than that.

We are still here, and we are very excited about the future. At a time when uncertainty loomed large, we were already in the early stages of reimagining our future. The barrage of pandemic-related issues served to highlight that the direction we are taking - to increase our reach and engage more people with nature, not only at important field locations but in their everyday lives - is without doubt a more robust and impactful approach to what “conservation volunteering” means. This direction will allow us to engage more people, more meaningfully, and will let us build on our 40 year history to make stewardship more personal, more beneficial, and more effective.

Of course, it is the Conservation Volunteers Australia staff family that brings our work to life. The commitment of my fellow Board members, our CEO and staff, our partners and our supporters has shown itself in many ways this year, proving that when people come together to support a worthy cause, nothing is impossible.

In the most uncertain world any of us can remember, these committed, remarkable people took a deep collective breath and focussed on our core purpose. They built creative and meaningful on-line and at-home opportunities to connect people with nature. They turned unavoidable interruptions into opportunities to reinvigorate our systems and processes to be even more fit for purpose. They stretched their minds to extend stewardship opportunities to people who may never have been able to participate in CVA activities before. Thanks to their tenacity and creativity, we are now able to reach a wider diversity and volume of people in communities around Australia than ever before. It may sound implausible, but I am of the view that the trials of the past two years have actually put us in a better position to achieve our purpose. I thank everyone in the CVA family for your dedication to the cause and for your support for the direction we are heading. It’s an honour to work with you and to contribute to our organisation.

CEO’s message



Without a shadow of a doubt, the 2020-2021 years have tested us all in ways we might never have imagined. It has been a time of unprecedented challenge; a global pandemic and bushfires of unmatched scale have dominated our lives, and their effects will linger. Yet our greatest challenge remains the ever-escalating threats to the sustainability of our natural world. This is our greatest challenge for the 21st Century and it’s why the work we do - to help create a future where people and nature flourish together - is more relevant now than ever before.

In these most trying of years, Conservation Volunteers has set about building on our past achievements, establishing the foundations for a strong future as we pursue our ambition to build and activate a community of 1 million Nature Stewards.

A Nature Steward is somebody - anybody! - who has taken action for nature. Whilst those actions may seem individually small, when they are aggregated with others they become mighty, and their impacts can be incredibly significant. Of course, we know this to be true because over the past decades Conservation Volunteers has fostered and coordinated millions of small, individual actions for nature, actions that have resulted in millions of trees planted, vast areas of native habitat restored, and thousands of tonnes of debris removed from beaches, rivers and creeks.

But for all that we have achieved, there is still so much more to be done, and we’ve pushed through to develop powerful opportunities for communities to engage with nature, at scale. In response to the devastating bushfires of early 2020, we were supported by the Australian government to build an

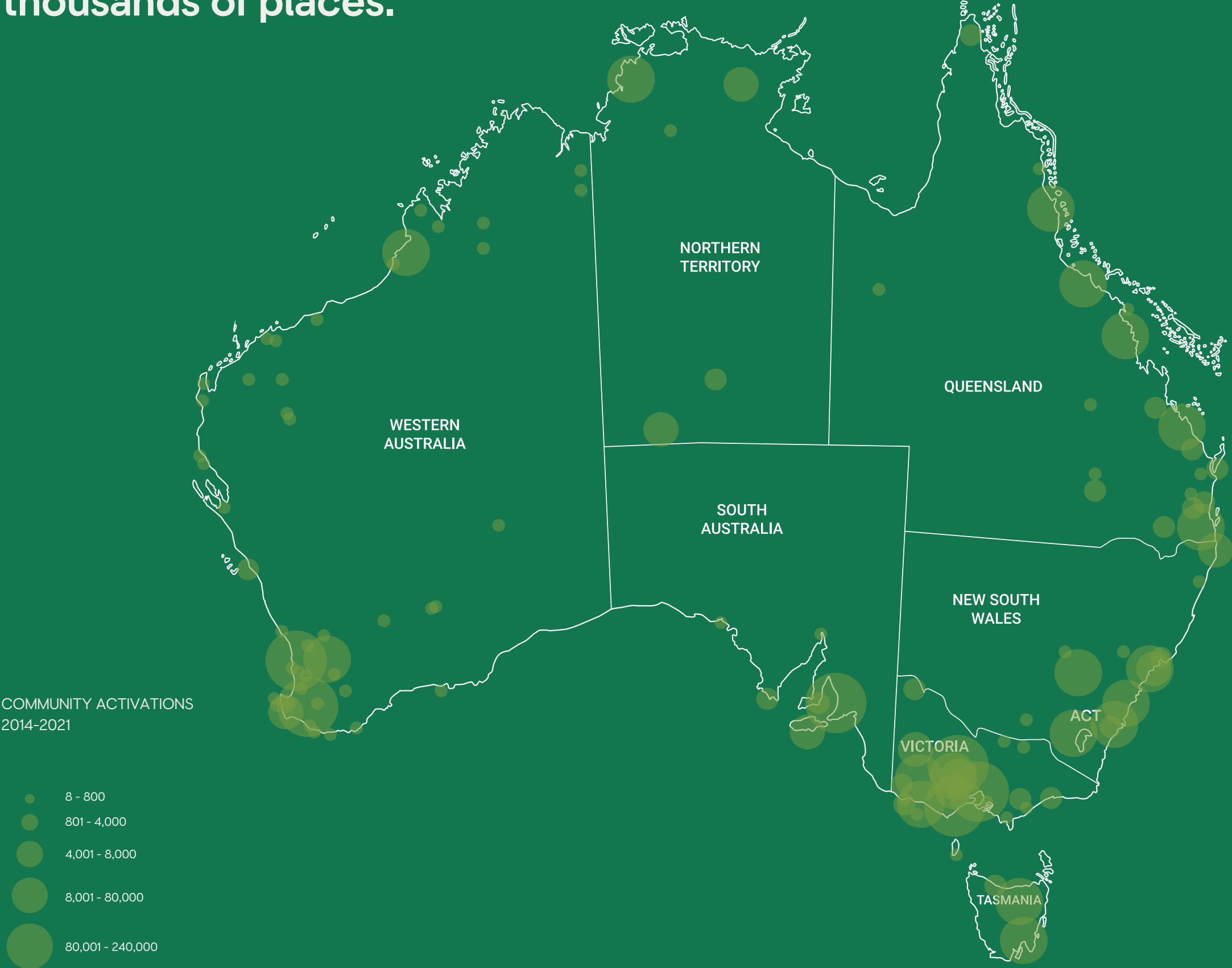
online portal that has enabled over 12,000 everyday Australians to register their desire to help. We created a robust referral process to connect those volunteers with other groups and projects that need their help. Meanwhile, our Sea to Source initiative has seen communities across Australia tackling plastic pollution in the marine environment, tracking litter and putting management measures in place at the pollution sources, often far upstream from where we initially find the plastic items that endanger marine wildlife. Most excitingly, our Wild Futures campaign in support of threatened species saw a major result with the Eastern Barred bandicoot no longer classified as being extinct in the wild. This is a consequence of our work with the EBB Recovery Team, the support of multiple corporate partners and the hard work of our staff and countless volunteers over the past 10 years.

Conservation Volunteers has grown, evolved and achieved much over the past forty years – but undoubtedly this has been the most testing time in our history. I acknowledge the steadfast support of the CVA Board, the unwavering commitment and diverse expertise of my colleagues, and the time, energy and financial support of so many partners across the government, corporate and community sectors. Whilst we cannot be certain of what lies ahead, I am hugely confident in the purpose we have described, our plan to achieve our objectives and the team of staff and partners that we have assembled to deliver that plan. Our team is growing and our ambition is boundless – come join us!



We've made a difference to people and nature in thousands of places.

Our partners, supporters, staff and communities are a powerful mix. Since 1982, over 200,000 people have come together to support thousands of projects and connect with nature safely, with purpose and with results that matter.



- 918,595 days of stewardship
- 10,376 field project sites
- 10,000+ traineeships
- 8/8 states and territories
- 19,295,050 trees planted
- 100+ threatened species helped
- 976 environmental condition reports
- \$56M invested into stewardship development

Decades of experience and an amazing track record: our strongest foundation for launching into the future



GROWING FROM STRONG ROOTS.

In 1982, Tim Cox, a Victorian farmer, had a vision to harness the growing concern for the declining condition of Australia’s environment, and to use people power as a solution to that degradation. Tim imagined everyday people, from rural, suburban and city locations, contributing their skills and time to solving the pressing environmental problems of the day. Australian Trust for Conservation Volunteers (ATCV) was born and the journey began. In our first year, 168 people formed 20 teams of ATCV volunteers across Victoria, led by 26 additional volunteer task leaders. ATCV’s first support came from the Victorian State Government, allowing two short-term Field Officers to be added to the team. ATCV quickly discovered that Tim’s vision indeed resonated further afield. More funding partners were engaged by the power and urgency of the cause, and by 1985, significant funding support enabled ATCV to safely deploy volunteers to projects at a scale of over 5000 person days in both Victoria and New South Wales.

A national vision.

1988 saw Colin Jackson appointed as CEO, continuing Tim's great work. Colin played a pivotal role in leading and expanding the organisation across Australia and into New Zealand. The momentum continued to gather, with over 200,000 trees planted in that year.

Fast forward to the early 1990s, when ATCV played a significant role in the Australian Government's Landcare and Environment Action Program (LEAP) – an Commonwealth initiative to provide opportunities for young Australians to enhance their employment prospects through vocational training and practical experience – and plantings increased ten-fold, hitting the 2 million mark through that program.

As the sole Green Corps contract manager, from 1997 – 2002, ATCV initiated and implemented Australia's first youth environmental training program, delivering 870+ projects across Australia in that time.

Our work was recognised at the highest levels: in 2000 we received the United Nations' prestigious "UNEP Global 500" award. In that same year, we rebadged ourselves with a name that was slightly less of a mouthful: we became Conservation Volunteers Australia.

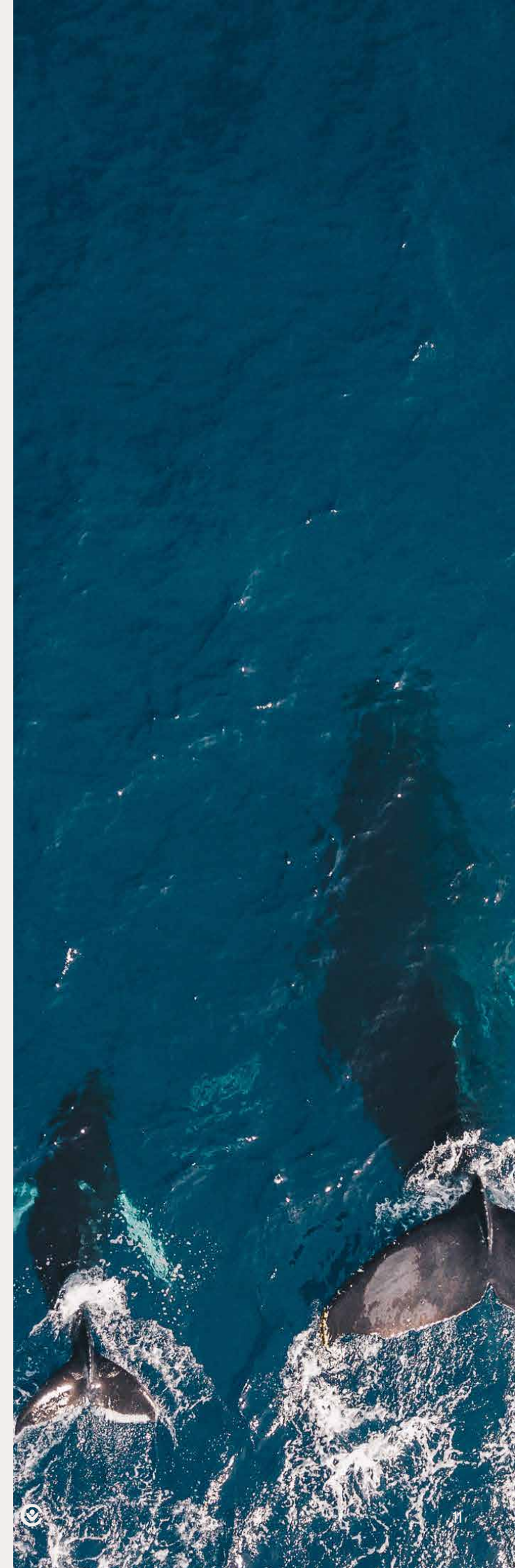
Partnerships with government and the business sector have always been strong enablers of our work. In 2001, two significant corporate partnerships with Shell and BHP Billiton saw us take our work to the next level, with projects spanning Australia, engaging thousands of volunteers, students and families in coastal stewardship and wetland conservation, respectively. The scale and impact of these projects were recognised with accolades in the form of the Prime Minister's Award and the Banksia Award, both testaments to the power of community engagement in conservation.

In 2006, CVA set our sights across the ditch and established our first project in New Zealand. Our proven model of community engagement took root there, eventually leading to the creation of Conservation Volunteers New Zealand.

With our strong and embedded focus on safety and training, CVA's lead provider status with the Australian government's 2014 Green Army program enabled us to reach over 3000 community groups via on-ground conservation activities, supporting over 6000 young people to develop skills in practical environmental management all over Australia. Another 2million trees planted, 20,000ha of revegetation and 1000 tonnes of rubbish removed from land and waterways – our capacity to engage people in nature stewardship continued to grow.

In 2017, CEO Colin Jackson retired, leaving an incredible legacy. The next chapter of our story commenced when Phil Harrison was appointed to lead the organisation into the future. Phil has deep roots in the organisation, beginning as one of the first CVA long-term volunteers prior to building extensive experience in staff roles as diverse as field project supervision, national program development and management and coordination of government and corporate partnerships.

Today, CVA is just as committed to our cause as ever. With strong partnerships and a deliberate focus on community engagement at scale, we are confident that our impact will continue to grow in breadth and depth, and that we can help even more Australians along their stewardship journey.





“We are really excited to be partnering with Conservation Volunteers Australia. Together, we’re measuring how much waste, including plastic waste enters the environment in inland areas, along river areas, along our coastlines, and around the entire continent. That’s really important so we can measure how effective different policies are and the knowledge will also help guide us as a country in terms of managing our waste and reducing the amount of packaging and/or increasing our recycling capabilities in Australia.”

– Britta Denise Hardesty, Senior Principal Research Scientist, CSIRO Oceans and Atmosphere.

Strategic direction

Our Purpose: We strengthen the health of communities and ecosystems for mutual benefit.

Our Strategic Goal: Build and activate a community of 1 million Nature Stewards by 2026.

“The best work we can do lies in helping people to care for nature. This is a significant evolution of our offering: our work must now be to reach, inspire and support people to take action for nature in ways that are easy for them to attain, every day.”

Phil Harrison, CEO Conservation Volunteers Australia

Our Campaigns help people connect with nature through the issues that matter to them.



WILD FUTURES

Our Wild Futures campaign connects people to the challenges of threatened species in wild – and not so wild – places around Australia. We know that extinction is a process, and our goal is to provide people with meaningful, achievable ways to get in the way of that process, to give threatened plants and animals a fighting chance.

Over the past two years, we engaged 14,000 people in the story of threatened wildlife and provided opportunities to help 20+ native species.



REVIVE

Our Revive campaign focuses on connecting people to the challenges faced by communities and nature along coasts, rivers, and wetlands around Australia. As a water loving nation, we want to live close to these places, and this places significant pressure on them, so our goal is to provide people with simple, meaningful ways to reduce their impact.

At the height of the pandemic, we engaged over 44,000 people in the plight of our waterways and provided opportunities to help reduce environmental threats at 8 rivers, 11 coastal communities and 6 wetlands.



FUTURE STEWARDS

CVA's Future Stewards campaign is our quest to switch on the hearts and minds of people seeking stronger connections with nature. Our engagement specialists are well-practised in helping people make these types of connections, and each of the campaign's projects is designed to appeal to specific groups or people. Future Stewards is our secret sauce, providing the methodology to take interested people and help them become pro-nature champions within their communities.

As the most recent Campaign to be activated, Future Stewards is our key to helping us realise our ambition to nurture over 1 million Nature Stewards across Australia.



GREENER CITIES

Greener Cities recognises that people and nature live closely together, and can help each other if simple actions are implemented at scale. This campaign creates opportunities for people to connect with, and care for, plants and wildlife that form part of our everyday urban landscapes. Greener Cities projects improve the habitats of people and wildlife, helping to improve community resilience and the security of species that call our backyards and parklands home.

Despite the challenges of lockdowns we engaged hundreds of people in Western Sydney, via schools and community groups, to take the first steps towards urban habitat improvement for Sugar gliders, one of Australia's most secretive (and possibly cutest!) tree-dwelling mammals.

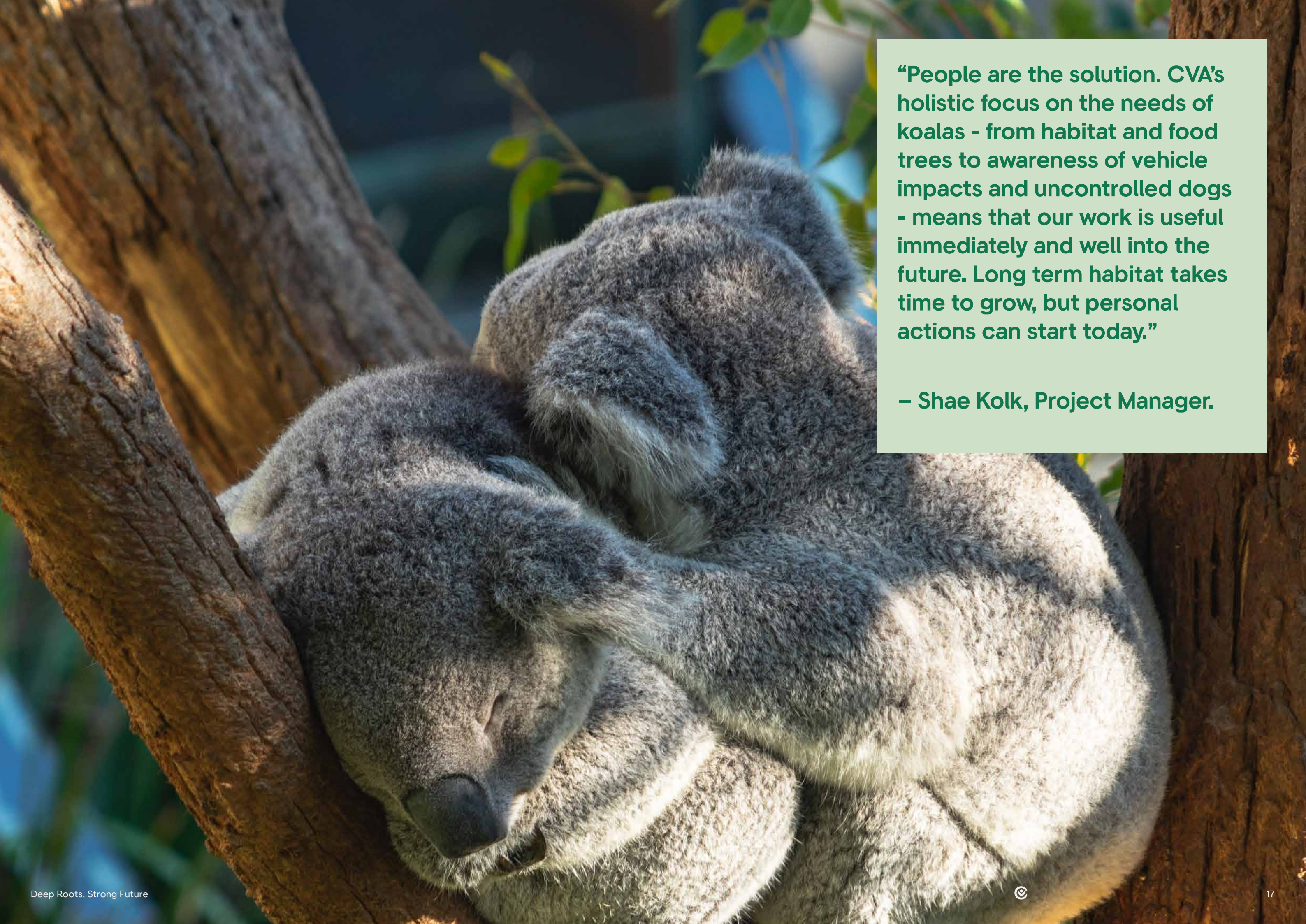


GREEN LINKS

Thankfully, few people would now dispute the benefits of growing more trees. As nature's original carbon storage devices, as providers of food and habitat, and as neighbourhood cooling machines, we all recognise the immense value that trees have for us all.

Green Links is a powerful entry point for nature stewardship, as the simple act of planting a single tree makes an immediate, visible difference - and when aggregated with thousands of other individual actions, makes a significant difference to how nature looks, feels and functions.



A close-up photograph of a koala sleeping peacefully on a thick, textured tree branch. The koala's grey, fluffy fur is the central focus, with its head resting against the wood. Sunlight filters through the background, creating a warm, dappled light effect on the koala's back and the surrounding foliage. The background is a soft-focus green, suggesting a dense forest environment.

“People are the solution. CVA’s holistic focus on the needs of koalas - from habitat and food trees to awareness of vehicle impacts and uncontrolled dogs - means that our work is useful immediately and well into the future. Long term habitat takes time to grow, but personal actions can start today.”

– Shae Kolk, Project Manager.

Partners in purpose

Partnerships create the synergies that allow us to succeed.

As a for-purpose organisation, Conservation Volunteers Australia’s work has been enabled by meaningful, shared value partnerships that support us to achieve our purpose. Most of our partners support multi-year projects, with some relationships spanning decades, and our partnership results reflect what ongoing support can mean to a cause-based organisation like ours. For all of them, we are thankful. Without our partners and other funding providers, we would never have impacted so many people, never helped them know and care more for nature, and never created the opportunities to help them make a difference. Which, at the end of the day, is what we’re here for.

MAJOR PARTNERS

- Australian Government
- Chevron
- NRMA Insurance
- The Bupa Foundation

CAMPAIGN PARTNERS

- Accenture
- Alinta Energy
- Aon
- Australian Geographic
- BMA
- Boral
- Cadbury
- Kuehne+Nagel
- Melbourne Airport
- Pernod Ricard Winemakers
- Treasury Wine Estates
- Veolia
- Victorian Government
- Western Sydney Airport
- Woodside

CAMPAIGN SUPPORTERS

- Adelaide Airport
- C.A.N
- ExxonMobil
- Lendlease
- Mitsubishi Australia
- NSW Ports
- Sydney Airport
- Vitality Brands



Partnerships with CVA - such as our Koala Conservation projects - deliver value for everyone involved.

“By adopting a cause that its consumers truly cared about, NRMA Insurance witnessed a 12% boost in website traffic and a 20% growth in quotes completed. The campaign reached 24.1 million people and led to a 3.5pts increase in brand strength, earning it a Gold.”

– NRMA Insurance, Effie Awards Press Release, 2020



“CVA is a down to earth organisation that wants to make a real impact on the environment and support its volunteers. CVA is easy to work with and can easily find common interests for a mutually beneficial partnership. Inherently tied to their purpose is a hand-on approach to sustainability, which is a fantastic attribute to any Corporate Social Responsibility program.”

– Hayley Wright, Social Impact Manager, Vitality Brands.



Our work brings people and nature together, to benefit us all.

For some of the lucky ones among us, time in nature is part of our everyday lives. But for many, that precious time is rare. We know that this has consequences: evidence of the benefits of nature - and the health risks arising from a lack of nature in daily life - is mounting. And although getting out into wild places is clearly a powerful antidote to busy lives, everyday nature closer to home is equally important. For example, people who live within 100m of high density street trees are less prone to being prescribed antidepressants.¹ Coming into direct contact with soil when gardening also improves our moods.² And exercising in green spaces delivers more than just physical benefits: moving your workout from the gym to the park can boost your self-esteem, improve your mood and provide other mental health benefits.³ These are just a few examples, with many more emerging as research continues to reveal the powerful effects of time in nature. Simply having nature woven into the places we live, work and play can help our well-being, individually and as communities.

Of course, attaining any of these benefits requires that nature is physically there for us in our everyday surroundings. Sadly, Australia's nature conservation track record is less than stellar. We have the highest number of mammal extinctions of any nation: there are at least 90 native Australian mammals that no-one will see again, ever. Whilst we rail against deforestation in the far-away Amazon, our own native habitats continue to be cleared at rates of up to 1million ha per year.⁴ Wildlife seeking refuge from intense wildfires and other climate-induced threats have few options for new places to move to. And once-common backyard wildlife such as Christmas beetles, Pale-headed rosellas, robins and bandicoots are disappearing, only to be replaced with a predictable collection of invasive sparrows, starlings and the neighbour's cat.

Footnotes:

- 1. <https://www.nature.com/articles/s41598-020-79924-5>
- 2. <https://www.colorado.edu/today/2019/05/09/natures-original-stress-buster>
- 3. <https://www.health.qld.gov.au/news-events/news/green-exercise-outdoors-nature-physical-mental-health>
- 4. <https://conbio.onlinelibrary.wiley.com/doi/10.1111/csp2.117>
- 5. <https://esajournals.onlinelibrary.wiley.com/doi/full/10.1002/fee.1225>

This localised loss of biodiversity is ecologically concerning, but there are other significant downsides to this ongoing degradation. It further reduces our opportunities to experience the unique natural character of Australia. With every disappearance of a native plant or species of wildlife from our cities, neighbourhoods and rural areas, we are also experiencing another extinction: the loss of experience of connecting with nature in some of its most iconic forms.⁵

Nature needs us to intervene, to stall and reverse trends of climate change, habitat loss, species extinction, ocean pollution, soil degradation and more. The good news is that these interventions don't ned to take place "somewhere else"; they can happen in our homes, our yards, our neighbourhoods and across the parks, beaches and waterways of our cities and regional areas. By focusing our efforts where people live, and on the remnants of nature that still surround us, Conservation Volunteers Australia is helping people to reconnect with the natural world and to play their part in rebuilding it. Our work supports Australia's Strategy for Nature, which strives to incorporate adaptation, resilience and natural resource management into our cities, rural and natural environments, on land and at sea. At a time when we need nature to be there for us, reconnection and renewal underpins everything we do.

Here are a few examples of projects that highlight those connections.

PROJECTS IN PROFILE

Community conservation for koalas

GOAL

To restore, increase and maintain threatened koala habitat areas in Queensland and NSW by engaging communities in on-ground efforts.

THE CHALLENGE

The habitat of Australia's most loved native animals is under threat from clearing and wildfire, and in NSW and QLD, koala populations are showing sharp declines.

ACHIEVEMENTS

Taking a people-powered approach to protecting and restoring habitat in places in need, we engaged with community networks, landowners and project partners in key locations to rebuild and reconnect habitat for koalas and other local native wildlife.

PROJECT PARTNERS

NRMA Insurance has supported this project as a Major Partner. NRMA's purpose of "making your world a safer place" and their commitment to tackling climate change resonated with the needs of koalas, and provided us with an example of how a business with extensive community reach is a natural partner for a project that helps make landscapes safer for threatened species, with community engagement as a core ingredient of its success.

SCOPE

3 years
\$750,000
SE Queensland and NSW

PROJECT OUTPUTS

79,782 HABITAT AND FOOD TREES ESTABLISHED

4706 PEOPLE ENGAGED IN EVENTS - FROM THE COMMUNITY, GOVERNMENT AND BUSINESS SECTORS

MORE THAN 15 LOCAL COMMUNITY GROUPS ACTIVELY ENGAGED IN PLANNING AND PROJECT DELIVERY

Growing new friends for western Sydney’s Sugar gliders

GOAL

To inspire youth - and in turn, the wider community - to create and promote solutions to the threats faced by Sugar gliders and other Australian animals and plants in Western Sydney.

THE CHALLENGE

Whilst some remnant bushland still exists along creeklines, a lack of awareness of the needs of wildlife in the broader community means that food and nesting habitat for Sugar gliders is thin on the ground. This project leverages the cute factor to introduce students and their families to urban wildlife that they may never have encountered before, and provides skills and motivation to rebuild nature in the broader western Sydney urban environment, creating more wildlife friendly suburbs.



ACHIEVEMENTS

With schools closed and the community locked down in the second half of 2021, CVA worked with Western Sydney youth and local communities on-line, co-developing solutions to establish Sugar glider friendly habitats at home and in public spaces.

PROJECT PARTNERS

The support of Western Sydney Airport is enabling CVA to work on the ground with the community to develop solutions for people to make their homes, streets and neighbourhoods greener, happier, more liveable places, not only for themselves but for precious plants and native animals too.

SCOPE

- 2 years
- \$140,000
- Blacktown, Cumberland

PROJECT OUTPUTS

- 606 RESIDENTS ENGAGED IN FACE TO FACE EDUCATION AND STEWARDSHIP ACTIONS
- 2 COUNCILS AND 3 SCHOOLS WITH 5200+ SOCIAL MEDIA ENGAGEMENTS FOR AWARENESS

National Communities Environment Program

GOAL

To engage and work with local communities to manage, conserve and protect local natural habitats, land, rivers, wetlands, coasts and the species they support.

THE CHALLENGE

Engage local communities in stewardship of 58 projects around Australia to achieve measurable change.

ACHIEVEMENTS

As a national organisation working with a multitude of communities, CVA delivered fifty-eight CEP projects in every State across the country. Through trying times, when the Covid pandemic presented multiple challenges for volunteers and conservation organisations alike, projects were nevertheless delivered, thanks to the practical goodwill and support from our communities. CEP is an excellent example of a large-scale funded effort that benefits from the systems and processes CVA can bring to the projects, thanks to our national reach and mature management systems.

PROJECT PARTNERS

All CEP projects have been supported by the Australian Government, Department of Agriculture, Water and the Environment. CVA has a long history of working with local communities to deliver conservation and engagement opportunities, and we are a trusted partner for governments all over the country

SCOPE

- 3 years
- \$990,000
- Australia-wide (58 project locations)

PROJECT OUTPUTS

- 3265 PEOPLE ENGAGED IN REBUILDING AND RECONNECTING
- 4.8TONNES OF LITTER REMOVED FROM SENSITIVE ENVIRONMENTS
- 28,000 TREES PLANTED



Sea to Source

GOAL

We aim to make beach clean-ups a thing of the past, by helping communities to reduce their reliance on single use plastics and helping them to stop litter at the source.

We know that we've got a long road to achieving that goal, so we're taking 3 steps to help us along the way: We're engaging youth and the broader community to reduce plastics and other litter in rivers and on beaches through community clean-ups; we help the community to identify problem areas and common litter items; and we follow that up with targeted litter reduction interventions.

THE CHALLENGE

Litter is so common that people often pass by without noticing. Focusing on highly 8 urbanised rivers around the country, Sea To Source encourages people and communities to stop and think about where litter comes from, how it got there and what part they can play in solving the problem.

ACHIEVEMENTS

In 2020-21, we helped over 30,000 people learn more about litter in their waterways and facilitated more than 15,000 hours of beach and river clean-ups. We initiated better management of discarded fishing line at 2 boat ramps and conducted over 60 litter surveys for CSIRO to help them get a snapshot of litter in the Australian environment.

PROJECT PARTNERS

The support of the Australian Government through the Environment Restoration Fund is enabling CVA to work on the ground with the community to develop solutions for people to make their local waterways cleaner, more liveable places, not only for people, but for precious native animals too.

SCOPE

3 years
\$5,000,000
Australia-wide (8 project locations)

Building and implementing an Impact Measurement Framework

GOAL

To provide a meaningful framework that guides our engagement processes, our project selection, and the ways in which we measure the outcomes and impacts of our work.

THE CHALLENGE

As an organisation with a dual, complementary focus (ie, people and nature), being able to realise our impact requires us to understand the connections between what we do, how we do it and what results we might expect to achieve.

ACHIEVEMENTS

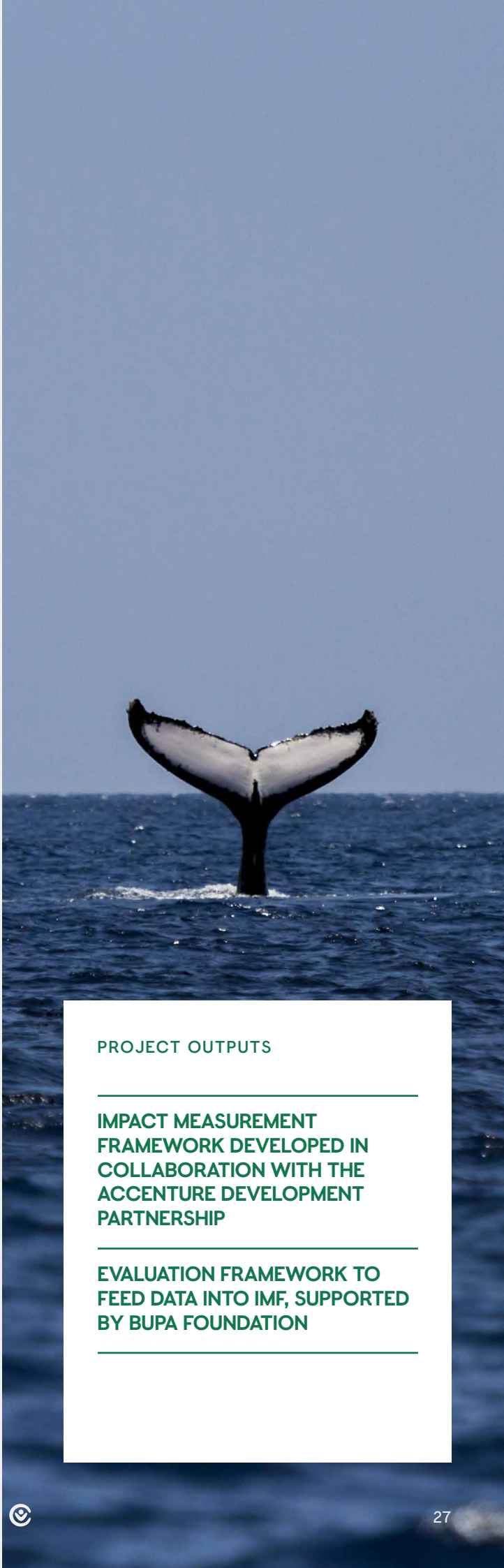
Developing our Impact Measurement Framework was a significant first step for us, guided with the expert assistance of the team at Accenture. This framework allows us to formalise our reporting and provides a feedback loop to further inform how we do what we do, to provide opportunities for continuous improvement. Implementation is now underway, supported by the Bupa Foundation. We are using the Framework to understand how people's experiences of volunteering with us has shaped or influenced them, what mental and physical health benefits (if any) they might attribute to that, and how their interactions with CVA may have fostered or deepened pro-nature sentiment and further stewardship action. The findings of this work will shape our Healthy Planet, Healthy People initiative, which is supported by The Bupa Foundation.

PROJECT PARTNERS

Being able to draw on specialised expertise is often as important as securing funding support for our work. In this case, with the Bupa Foundation and Accenture as partners, we were able to do both. The result of this collaboration will become a cornerstone of how we approach our work for many years to come.

SCOPE

1 year
\$500,000
Applicable to all future CVA work



PROJECT OUTPUTS

IMPACT MEASUREMENT FRAMEWORK DEVELOPED IN COLLABORATION WITH THE ACCENTURE DEVELOPMENT PARTNERSHIP

EVALUATION FRAMEWORK TO FEED DATA INTO IMF, SUPPORTED BY BUPA FOUNDATION

Nature Connect Online

GOAL

To create opportunities for meaningful engagement in conservation projects during, and given the limitations of, COVID-induced lockdowns.

THE CHALLENGE

CVA's traditional volunteering model required a significant on-site presence to enable community participation. The challenge we set ourselves was to identify ways through which we could engage larger numbers of people - from the comfort of their homes or their offices - through digital platforms and to harness that effort to further achieve positive community conservation outcomes.

ACHIEVEMENTS

This project provided us with an immediate application of our revised strategic direction, which added layers of new engagement opportunities to our traditional field-based volunteering opportunities. We quickly developed a strong in-house capability to initiate and manage online stewardship projects, including the inaugural Great Southern Backyard Bioblitz, a range of conservation webinars, and numerous wildlife monitoring volunteer opportunities through the CVA institutional page on the Australian Museum, DigiVol Wildlife Spotter platform, focused on our work reintroducing the Eastern barred bandicoot to the Western Woodlands Biodiversity Sanctuary in Melbourne.

PROJECT PARTNERS

Australian Museum - DigiVol
Melbourne Airport
Parks Victoria
Eastern Bard Bandicoot Recovery Team
NRMA Insurance

SCOPE

Ongoing
\$500,000+
Australia-wide

PROJECT OUTPUTS

3265 PEOPLE ENGAGED IN
ONLINE NATURE CONNECT
CITIZEN SCIENCE ACTIVITIES

2345 DIGITAL WILDLIFE
IDENTIFICATION EXPEDITIONS
COMPLETED

28,000 IMAGES OF THREATENED
WILDLIFE ANALYSED TO
CONTRIBUTE TO RESEARCH

567 HOURS OF VIDEO FOOTAGE
ANALYSED

“CVA is a wholesome grassroots organisation with a clear focus on conservation and environmental integrity. The organisation consists of extremely passionate and knowledgeable staff who genuinely care about our planet and are open to sharing and teaching at every opportunity.”

– Sarah Downey,
Communications Manager
(2021), NSW Ports

Purpose through People

Conservation Volunteers Australia is a place where our people can bring their purpose to life through their work. Our four pillars of culture value our people who are passionate about our purpose:

- **Wellbeing** – We foster the wellbeing of our people
- **Connectivity** – We are a connected team
- **Development** – We promote individual growth, learning and development
- **Thrive** – We cultivate individual success and our successes are recognized and celebrated

We are industry leaders in the community conservation sector with forty years of experience in strengthening the health of communities and ecosystems for mutual benefit.

We believe in flexibility to balance work and family. We support remote and hybrid work arrangements. We collaborate via technology and in person. We tackle complex challenges and we work hard.

We support volunteering opportunities for our employees. We embrace the richness of diversity. We mentor career journeys. And we say thank you.

We prioritise safety. We support the mental health of all employees and their families. We support our new parents with paid parental leave.



CVA currently has 52 employees,
of those employees:

73.1%

of staff are women (26.9% men)

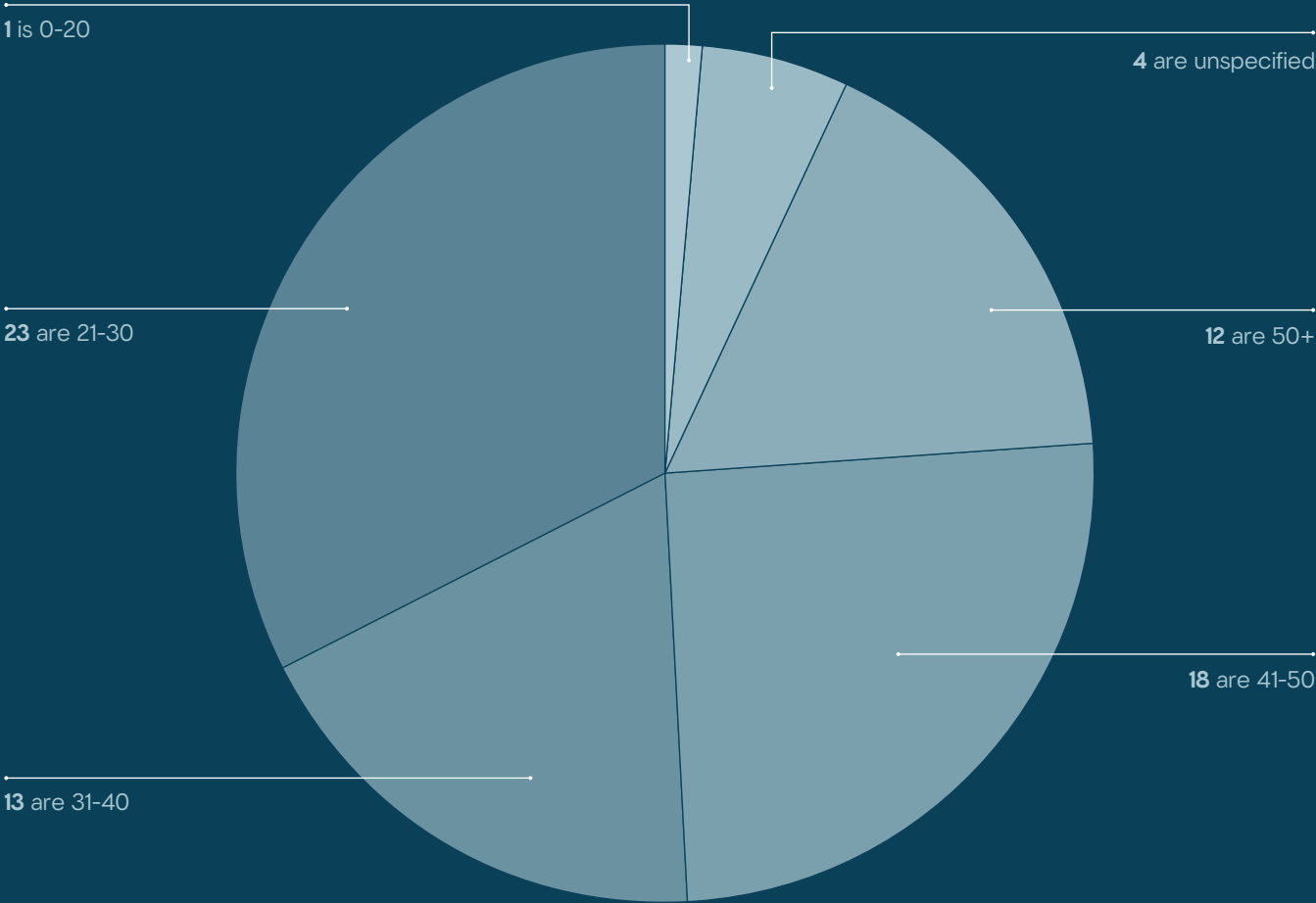
66.7%

of Key Management Personnel are women

33.3%

of Directors are women

We employ people of all ages, and CVA is richer and better for it.
Our current age diversity numbers are:



When it comes to job security, we're proud that over **75%** of our employees are full time or part time. We support flexible work, but believe people deserve:

- Annual Leave Loading – 17.5%, 4 weeks per year
- Paid Parental Leave – 12 weeks paid leave for the primary caregiver; 1 week paid leave for secondary caregiver. Government Paid Parental Leave Scheme for eligible employees.
- Hybrid work locations
- Professional Development Program – 38 hrs per year, \$500 per person
- Mentorship built in to our management structure
- Paid volunteering days – 5 days per year

Financial snapshot

Prudent stewardship of the funds received from Government, Corporates and donors is a key priority for Conservation Volunteers. We are developing a financial plan which will enable the most effective resource allocation between campaign delivery, innovation, and sustainability. This will see the organisation continuing to invest in our capability and agility to deliver on our purpose, to reach people everywhere across Australia, and to achieve meaningful social and environmental impacts.

Financial Performance 2021

In 2021, Conservation Volunteers reported a consolidated operating surplus of \$2.718m (2020: \$1.857m deficit). Our total comprehensive position for the year was a surplus of \$3.759m (2020: \$2.103m deficit) after recognising revaluation gains across the share portfolio, land, and buildings.

Amidst constantly challenging conditions, the focus throughout the year was embedding the new organisational structure and continuing to invest in technologies including an online platform and improved connectivity across all our business systems.

REVENUE

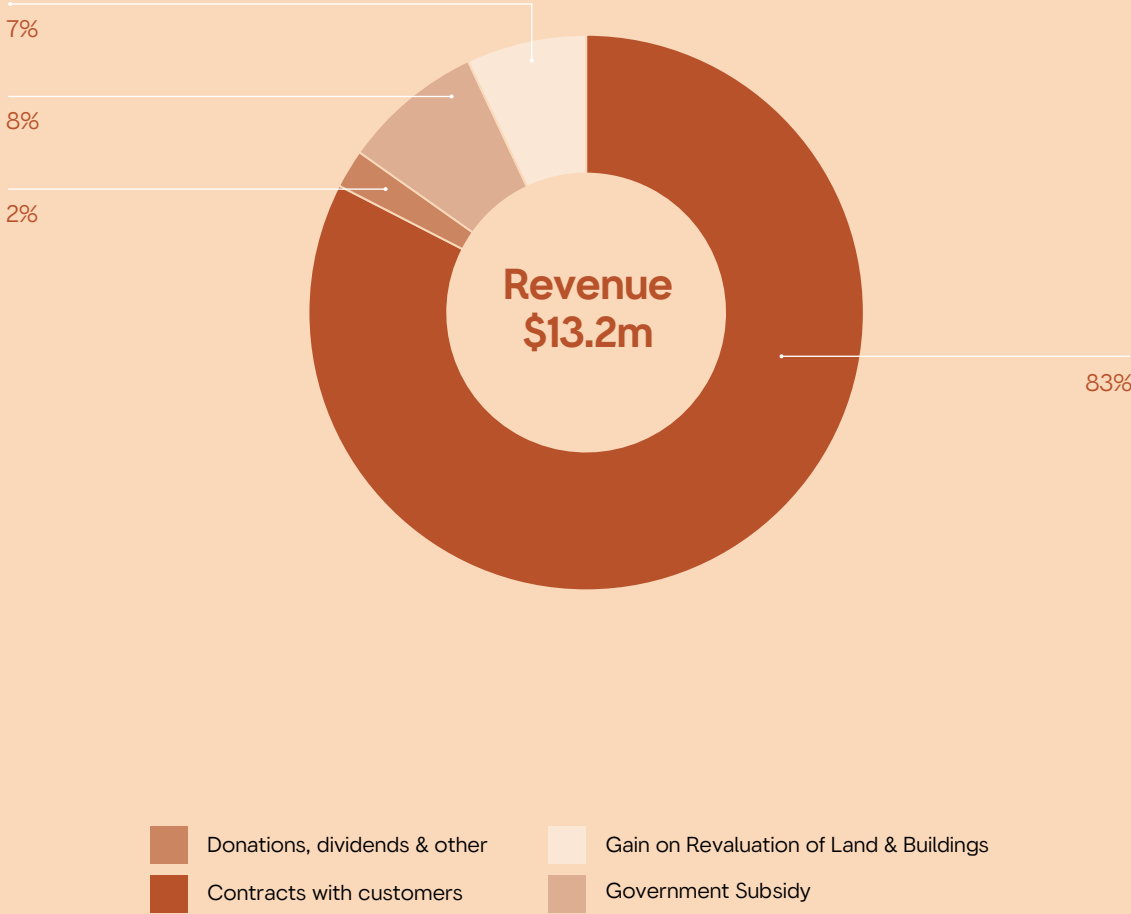
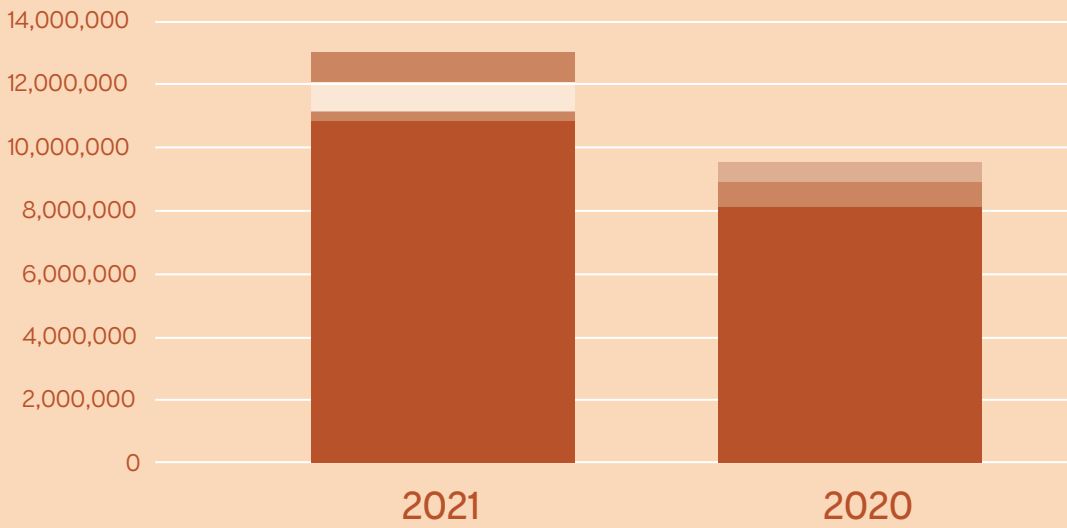
Consolidated revenue across Australia and New Zealand in 2021 was \$13.208m an increase of \$3.592m or 37.4 per cent on 2020.

Contracts with customers increased by 32.6% from 2020 and continued to be the most significant revenue stream contributing \$10.903m and primarily comprising Government and Corporate funding.

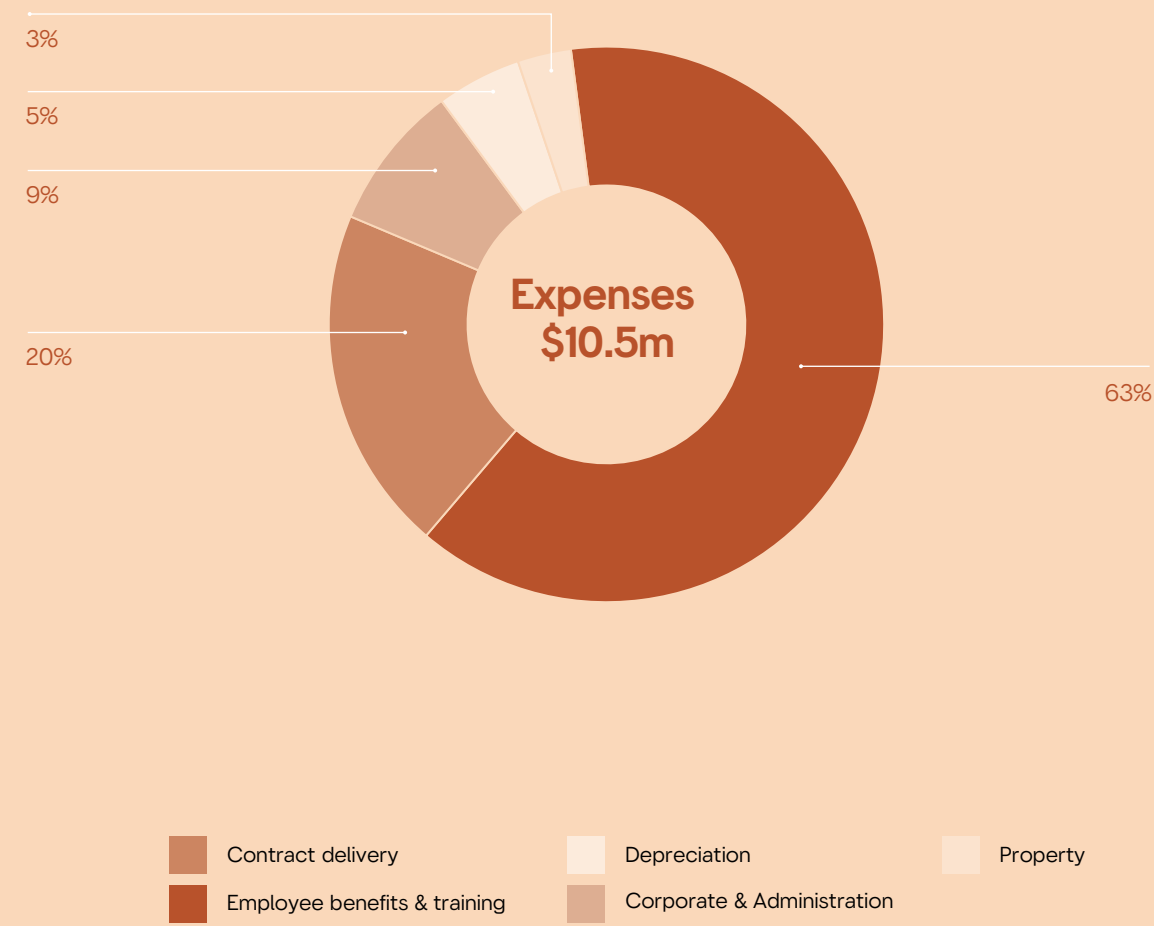
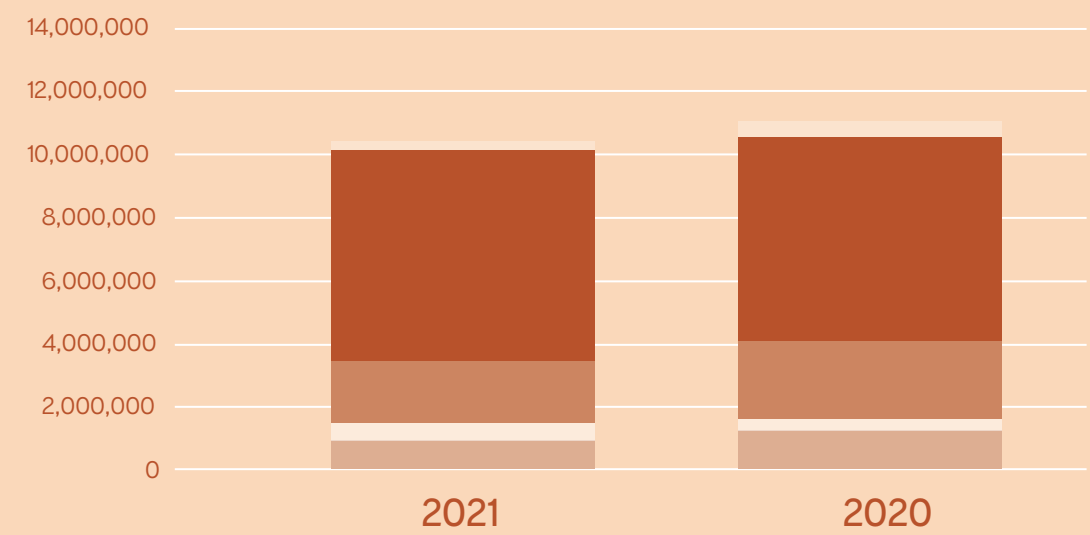
Revaluation gains across land and buildings which were recognised in the profit and loss statement together with Government subsidies contributed \$2.009m revenue in 2021.

Revenue from donations, dividends and other income streams while contributing \$297k was a reduction of \$461k from 2020 due mainly to the discontinuation of the international volunteering program.

REVENUE – 2021 V 2020



EXPENSES – 2021 V 2020



Financial Performance 2021 (cont)

EXPENDITURE

Consolidated expenditure across Australia and New Zealand in 2021 was \$10.490m a decrease of \$983k or 8.57 per cent on 2020.

Employee benefits and training totaled \$6.640m representing 63.3% of expenditure. In line with the expansion of the conservation work skills programs there was increased recruitment of short-term employee participants.

In addition to staff, other direct costs required to deliver our campaign projects equaled \$2.109m or 20.1% of total expenditure.

The investment in online and other business platforms together with the Right of Use Assets resulted in \$520k depreciation expenses an increase of 38.9% on 2020.

The restructure, which was designed to focus our efforts on ensuring our operations remain efficient and effective, has resulted in property, corporate and administration costs collectively reducing by \$653k from 2020.

FINANCIAL OUTLOOK

Both our overall consolidated net asset position and working capital position strengthened to \$9.010m and \$3.128m respectively.

Prudent stewardship of the funds received from Government, Corporates and other donors is a key priority for Conservation Volunteers. We are developing a financial plan which will allow more effective resource allocation between campaign delivery, innovation, and sustainability. This will see the organisation continuing to invest in its capability and agility to deliver on our purpose to make long-lasting environmental impacts.

As with past years, the guidance, advice, and support given by the Board of Directors was greatly appreciated.

The audited Financial Statements for the year ended 30 June 2021 are available on our website www.cva.org.au and the ACNC charity portal www.acnc.gov.au



Board profiles



DAVID CLARK

David has been involved with Conservation Volunteers since its inception. Commencing as a volunteer and Team Leader, David then joined the CVA Board and is currently in his third period as President of CVA. David has been heavily involved in Natural Resource Management throughout his life, recently Chairing Landcare Victoria and the North Central Catchment Management Authority. David is currently the President of the Municipal Association of Victoria.



GEOFF GAY

Geoff has over 15 years' experience in the energy sector, where he has been responsible for leading a range of projects including securing long term fuel security for one of EnergyAustralia's power stations, as well as assessing and facilitating the development of new, low emissions energy-related projects. Prior to working for EnergyAustralia, Geoff spent 7 years at UBS Investment Bank, working in mergers and acquisitions in Australia and the United States, followed by 3 years in the Victorian Government in commercial roles. Geoff joined the Conservation Volunteers Board in 2012, and sits on the Victorian Government's CarbonNet Project Steering Committee and the Peter Cook Centre's Technical Advisory Panel.



VIRGINIA WALLACE

Virginia is a lawyer with over 20 years of communications and government relations experience across the corporate, government and private sectors. She has worked in senior communications roles at AMP General Insurance, NAB and consulting work at BHP Billiton. Virginia's cross-sectoral experience and passion for community engagement is evident in her community service as Board member for the Corangamite Catchment Management Authority, the Port Phillip and Westernport Catchment Management Authority, Tennis Victoria and Conservation Volunteers Australia.



HAZELL HONOUR

Hazell is passionate about conservation and using her experience and skills to give back to the community and preserve the environment. She is an experienced commercial and technology lawyer with a strong strategic focus and is skilled in governance, risk management and constructive engagement with stakeholders. Hazell has a track record of innovative thinking, delivering excellence and working collaboratively. She is recognised for prioritising team members' growth and development and for her integrity.



DARRYL ARGALL AM

Born and bred in Victoria's Wimmera, Darryl has a passion for local environmental improvement and community development. A farmer and wool-classer by trade, Darryl was elected to Dimboola Shire Council 1989-1995, then to Hindmarsh shire Council 1997-2008. He served a term as President of Dimboola Shire, as Mayor of Hindmarsh Shire council for 7 years, and served 8 years on the Municipal Association of Victoria board and 2 years on the Australian Local Government Association board. Darryl was awarded an AM for services to the Community and the Environment in 2007 and has served on the CVA Board for 9 years.



PHIL HARRISON

Phil is an experienced Chief Executive Officer with a demonstrated history of working in the environmental services industry, and an intimate knowledge of CVA at many operational levels. His strong business development background lets him move easily within the worlds of Sustainable Development, Corporate Social Responsibility, Environmental Issues, Government, and Sustainable Business.





“CVA is an organisation working to repair and re-balance the native environment for both flora and fauna and take a keen focus on endangered native animals. CVA provides our staff with the chance to learn about the issues facing the Australian native environment and how we can make an impact through hands on engagement.”

– Fiona Norris, Manager,
Aon Charitable Foundation

Australia’s most trusted community conservation people.

1982	Founded as Australian Trust for Conservation Volunteers
1989	Banksia Environmental Foundation Award Winner - Community Service Category
1990	Banksia Environmental Foundation Award Winner - Community Service Category
1995	Banksia Environmental Foundation Award Winner - Land Management Category
1996	Banksia Environmental Foundation Award Winner - Community Groups Category
1999	Leading partner in forming the international Conservation Volunteers Alliance
2000	New name and logo launched as ATCV becomes Conservation Volunteers Australia (CVA)
2000	Admitted to United Nations Global 500 Honour Roll for Environmental Achievement - one of only 14 organisations from 12 countries recognised for the year
2001	Launch of Revive Our Wetlands, a 10-year partnership between Conservation Volunteers Australia and BHP Billiton to deliver Australia’s largest national wetlands revival program
2001	Launch of Shell Coastal Volunteers, a community business partnership between Conservation Volunteers Australia and Shell Australia
2001	CVA reaches milestone of 1 million volunteer days in the International Year of Volunteers
1990	Banksia Environmental Foundation Award Winner - Coastal and Marine category
2002	CVA wins Prime Minister’s Award for Excellence in Community Business Partnerships for Revive Our Wetlands program with BHP Billiton
2003	CVA wins Australian Financial Review Corporate Partnership Award for Revive Our Wetlands program with BHP Billiton
2004	Banksia Award Finalist
2006	Launch of Conservation Volunteers New Zealand with an office established in Auckland
2007	Banksia Environmental Foundation Award Winner - Water Category
2009	CVA wins the National Ecotourism Award from Ecotourism Australia
2011	CVA is presented with the United Nations World Tourism Organisation / UNWTO Ulysses Award for Innovation in Non-Governmental Organizations for the project ‘Connecting People with the Environment, W James Whyte Island Reserve: tourists volunteering to protect biodiversity - Conservation Volunteers (Australia)
2020	Banksia Award Finalist





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