

Strategic Plan 2019-2021

Our Vision

A community that understands, values and cares about Australian wildlife.

Our Mission

To help and protect wildlife through our rescue, education and advocacy activities. We respond to community reports of distressed wildlife and facilitate the care needed. We promote community knowledge and care of wildlife and advocate for the protection and welfare of wildlife.

Our Values

Compassion

- We care about wildlife and the people who help them
- We act to get sick, injured and orphaned wildlife the care they need
- We provide callers and volunteers with appropriate support and advice

Respect

- We treat our staff, volunteers and people reporting sick, injured and orphaned wildlife with respect
- Our organisation does not tolerate discrimination, harassment or bullying
- We value the opinions of volunteers and other stakeholders in improving our operations

Collaboration

- We collaborate with stakeholders, including governments, other wildlife rescue groups, shelters and carers and our volunteers to deliver outcomes which add real value to wildlife welfare.

Leadership

- We seek to influence decision-makers in matters important to wildlife welfare and conservation
- We advocate robustly for the welfare of wildlife

Integrity

- We act in an honest, transparent, ethical and accountable manner

Our Focus Areas

Sustainability

Wildlife Victoria has been operating for 30 years. Our sustainability requires responsible governance and careful fiscal management.

Education

We aim to help wildlife by providing people with the knowledge and skills they need for peaceful and positive co-existence with wildlife, and to facilitate positive community attitudes toward wildlife.

Rescue

Most of Wildlife Victoria's resources currently support the Wildlife Emergency Response Service (WERS). The call-centre and web-based reporting receives over 80,000 reports per year, and demand has doubled in five years.

Emergency Response Operators provide education and advice to callers to help them manage the situation. When this is not possible, the Operators arrange for a trained volunteer to attend. They also liaise with other organisations to ensure the best possible outcome for the animal. The rescue service relies on a State network of rescue and transport volunteers, veterinarians who provide pro-bono services for wildlife; and the licensed wildlife shelters and carers who accept animals into their care.

Advocacy

We advocate for the life and death interests of wildlife and for their quality of life. We advocate for Australian wildlife whenever their welfare is under threat or compromised. We seek to positively influence decision-makers on regulatory frameworks, policies and operations affecting wildlife. We support efforts by government, community groups and individuals to ameliorate threats to wildlife, particularly those that are caused by humans.

	Sustainability	Education	Rescue	Advocacy
Objectives	To ensure the future of Wildlife Victoria by achieving financial and operational sustainability.	Through education to encourage strong community support for wildlife.	To provide the best rescue service possible with available resources.	To be a strong voice in defence of the interests of wildlife.
2019	<ul style="list-style-type: none"> Develop a risk register Review Policies and Procedures Seek new funding streams 	<ul style="list-style-type: none"> Maintain or grow our schools education program Expand the education program to community groups 	<ul style="list-style-type: none"> Establish a Volunteer Advisory Committee and a Volunteer Engagement Plan Conduct a minimum of 4 basic training courses per year including at least one in a rural location 	<ul style="list-style-type: none"> Identify two to three key advocacy issues and develop an advocacy plan for each Provide input to all relevant reviews of legislation, regulations and
2020	<ul style="list-style-type: none"> Annual operating budget at break-even or in surplus Financial reserves equivalent to at least 1 year of operating expenses 	<ul style="list-style-type: none"> Provide at least two internships/ student placements per year Seek funding to produce four rescue training videos 	<ul style="list-style-type: none"> Achieve a minimum 15 hours service 7 days per week, 365 days per year 	<ul style="list-style-type: none"> One to two active advocacy campaigns
2021	<ul style="list-style-type: none"> Funding contribution from government via a service-agreement Financial reserves equivalent to at least 1.5 years of operating expenses 	<ul style="list-style-type: none"> Grow social media following by 20% on major platforms Develop a communication/ social media plan to support growth 	<ul style="list-style-type: none"> Review the functions of the Volunteer Advisory Committee Review the Volunteer Engagement Plan 	<ul style="list-style-type: none"> Make submissions to all reviews of relevant regulations, legislation or processes Conduct an annual forum for the Victorian Wildlife Rescue Network