

# STRATEGIC PLAN



We work closely with local people  
We deliver solutions for a healthy environment  
We build a better regional future

# FBA works for our central Queensland community to grow a sustainable, productive and profitable Fitzroy region.

FBA has an outstanding reputation locally, across Queensland and nationally for developing and delivering effective and efficient programs that work with local community, stakeholders and investors to protect our Region's natural assets. FBA is uniquely placed geographically, strategically and operationally to deliver priority environmental and agricultural outcomes.

FBA is the organisation that can bridge the gap between knowledge and action, and bring projects that combine environmental awareness, increased profitability and improved production to life.

We are the experts of our region. We translate complex information - explaining legislation, new technologies and changes in best practice in a way that becomes tangible, practical actions land managers and the community can do. We work with all parts of our community to implement evidence-based, accessible solutions that are relevant to our region.

FBA is proud to be one of Queensland's leading natural resource management organisations.

When it comes to the environment, landholders and our local community, FBA is well placed to lead and support projects that protect the future prosperity and resilience of our land and sea.

## GOALS

### Lead

regional connection and collaboration

### Leverage

knowledge, science and partnerships

### Create

value through people and solutions

## STRATEGIES



Use knowledge and connections to grow regional initiatives and investment.



Drive organisational performance and recognise achievement.



Apply global knowledge to problems at a local level.



Explore opportunities and solutions to enhance the health and resilience of our communities and environment.



Empower people to take action that is evidence-based, environmentally aware, productive and profitable.



Partner with First Nation people to integrate traditional ecological knowledge and cultural practices with contemporary natural resource management.

## MANAGING RISK

FBA operates in an increasingly complex, ever-evolving environment. The services and programs we deliver are diverse, designed to serve the changing priorities of our communities and government. Risk management is integrated into all aspects of our organisation; through governance, planning, delivery, performance management and continuous improvement processes. A healthy risk appetite, with diligent processes to identify, mitigate and manage risk provides FBA with opportunity to grow and sustain our business.



## PURPOSE

We are the people shaping the environment of the future.



## VISION

Healthy and resilient natural assets.



## LEGACY

Inspired and empowered communities who value our natural assets.



outcomes through **empowerment**



**accountability** for our actions



inspire and demonstrate **innovation**



**passion** for making a difference



achieve through **teamwork**



work with **integrity**

## INDICATORS OF SUCCESS



Our community feel connected to and are passionate about the health of the environment.



Our community take ownership for and are empowered to take action in open, inclusive and collaborative ways to support the health of the environment.



FBA is known as an organisation that provides invaluable information, expertise and connections for the betterment of our natural assets.



FBA is agile, responsive and relevant to our region and industry.



FBA's people reflect through conversations and achievements the passion, purpose and positive social impact of the organisation.

## LEVERAGING OPPORTUNITIES

Exploring and embracing new opportunities and ways of working is key to FBA's success. Through investigating new environmental markets and de-risking projects for collaborators FBA finds and creates opportunities for our region. Leveraging knowledge and relationships, we initiate collaboration resulting in regional investment and results. Through sustained networks and a drive for continual improvement, we are committed to building a future for our people and environment by leveraging opportunities.

# FITZROY REGION



**3.2 million**  
head of cattle  
(MLA, June 2018)



**5178** native species  
thrive in our region  
(Department of Environment  
and Science, May 2021)



**8,534** wetlands,  
that's 1/3 of QLD wetlands  
(Department of Environment  
and Science, May 2021)



**77%** of QLD  
active coal mines  
(State of Queensland  
(Department of Resources, 2020)



**79%** of the land in  
the region is managed  
by farmers and graziers  
(Department of Agriculture, 2020)



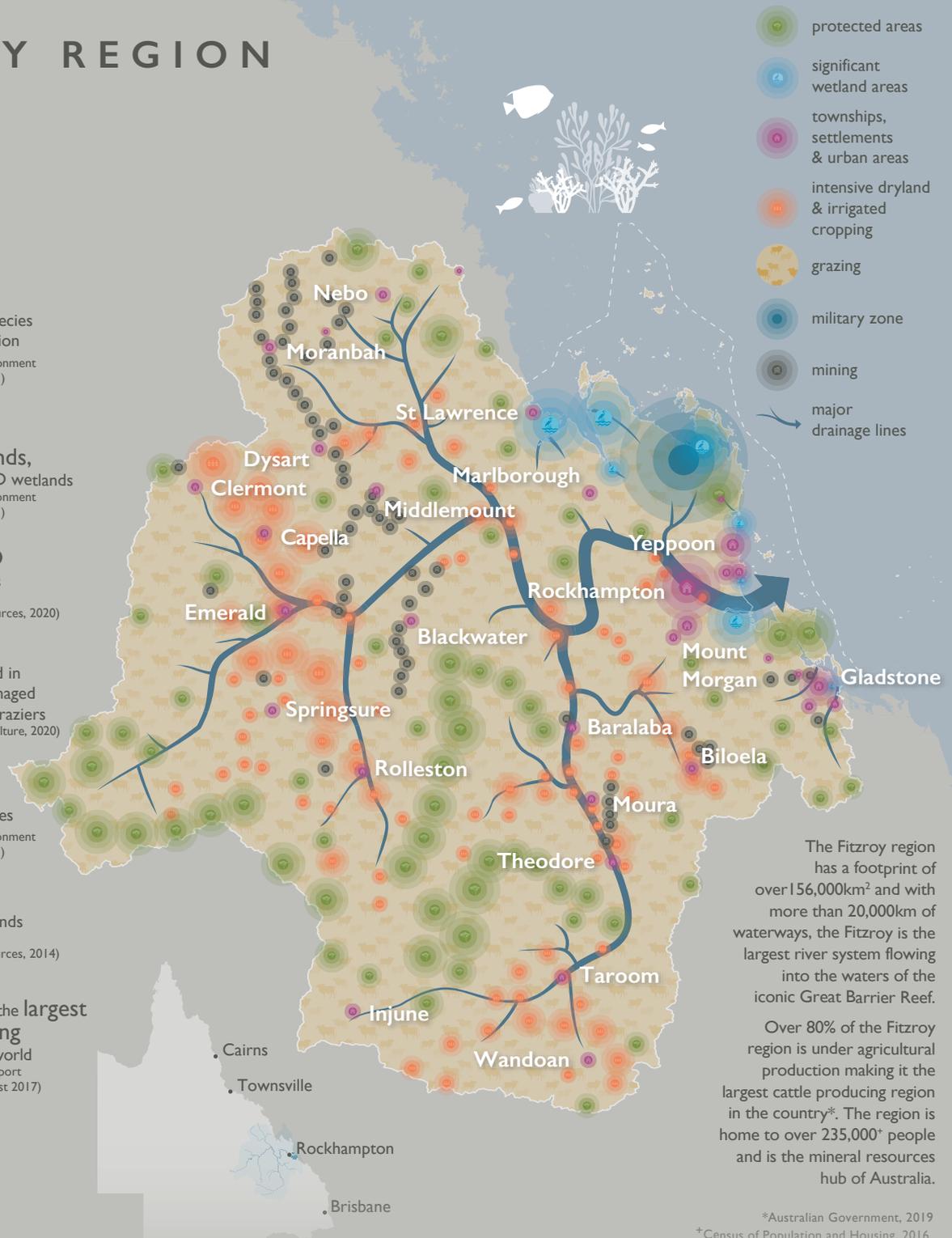
**224** rare and  
threatened species  
(Department of Environment  
and Science, May 2021)



**373** marine islands  
(State of Queensland  
(Department of Resources, 2014)



Home to one of the **largest**  
coal exporting  
terminals in the world  
(Department of Transport  
and Main Roads, August 2017)



The Fitzroy region has a footprint of over 156,000km<sup>2</sup> and with more than 20,000km of waterways, the Fitzroy is the largest river system flowing into the waters of the iconic Great Barrier Reef.

Over 80% of the Fitzroy region is under agricultural production making it the largest cattle producing region in the country\*. The region is home to over 235,000+ people and is the mineral resources hub of Australia.

\*Australian Government, 2019  
+Census of Population and Housing, 2016

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When it comes to the environment, landholders and our local community, FBA is well placed to lead and support projects that protect the future prosperity and resilience of our land and sea.

FBA acknowledges the First Nations of the lands and waters within the Fitzroy region where we learn and live, and pay our respects to them, their cultures and Elders past, present and emerging.