

## ACHIEVEMENTS

Started as the 'Save the Forests Campaign' in 1944, the league emerged like a phoenix out of the ashes of south-east Australia's devastating bushfires of 1939. The campaign to help re-vegetate the State grew and, by 1951, was incorporated as the Natural Resources Conservation League of Victoria (NRCL).

The NRCL developed an impressive reputation for numerous conservation initiatives, including annual production and distribution of over a million native trees for farms, local councils and schools, and for various publications and conventions, field days, training programs, Junior Tree Lovers' League and Arbor Day activities.

In 1972, the League's accomplishments were publicly recognised by the State Minister for Conservation with the inaugural 'Victoria Conservation Prize' for "the most significant contribution to the conservation of the natural resources of the State of Victoria over the previous five years". The award related particularly to the League's role in the statewide campaign to protect what became the Little Desert National Park.

Significant re-organisation in 2003 included divestment of four plant nurseries and withdrawal from the League's long term home in Springvale. From 2004-10, the NRCL operated environmental education activities at Toolangi Forest Discovery Centre and the Waterwheel Centre at Warburton.

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NATURAL RESOURCES  
CONSERVATION LEAGUE  
OF VICTORIA

## NRCL ONLINE ARCHIVE

WWW.NRCL.ORG.AU



2011-15PRIORITIES-OCT2011

PRIORITIES  
2011-2015

# RE IMAGINING OUR ROLE

The NRCL Board undertook a full review of its operation in 2010. As a result it recognized the need to re position itself in the conservation field to ensure its mission is contemporary in focus and intent.

The new mission and vision, announced at the re launch of the NRCL on 1 September 2011, reflect current environmental issues and provide a framework for renewal that will enable the NRCL to attract partnerships with a new generation of organisations and individuals.

The priority for the NRCL will be the promotion of an integrated approach to natural resource management that recognizes the loss of biodiversity and fragmentation of ecosystems as long term and urgent issues in need of sustained attention and action.

This priority is underpinned by the Board's common view that we need to foster an ethic of stewardship towards our natural environment and practice conservation through the wise use of our natural resources particularly in the context of growing concerns about intergenerational equity

Significantly, the NRCL Board is aware that it is the custodian of a considerable endowment providing it with the potential to make a substantial contribution to the environment of Victoria particularly through the promotion of sustainable land management practices, community awareness and action in environmental protection and enhancement

# FUTURE DIRECTIONS



NRCL will be an innovative and strategic leader in the promotion of conservation ideas and actions that value, conserve and restore ecosystems in a changing environment characterised by climate change, drought and fire risk.



Through community action, research, education and demonstration projects achieve enduring, positive change for the natural environment.



1. Develop a viable and influential model of sustainable outer urban development at the NRCL property at Cranbourne West.
2. Support activities to restore ecosystems at risk of fragmentation.
3. Support activities that contribute to an integrated approach to healthy ecosystems.

# PROJECTS

The NRCL is committed to implementing its strategic objectives through partnerships with community groups and all levels of government. The following projects will form the basis of our work in the period to 2015.

## PROJECT DESIGN

The NRCL has engaged the Centre for Design at RMIT to assist with the development of a sustainable urban design plan for its property at Cranbourne West. The process will include extensive consultation with a range of stakeholders including a design workshop that will provide the opportunity to address crucial issues associated with the design development phase.

## PROJECT FACILITATION

Working with local councils and community groups, the NRCL is facilitating the development of a landscape connectivity project incorporating its property at Cranbourne West and adjoining areas.

As part of its commitment to working to address issues of landscape fragmentation and loss of biodiversity, the NRCL will sponsor a forum in 2012 that will focus on practical actions to promote an integrated approach to natural resource management.

## PHILANTHROPIC FOUNDATION

The NRCL will establish a philanthropic foundation to ensure that its endowment will continue to support conservation projects in Victoria for many years to come.

A wide-angle photograph of a lush green landscape with rolling hills, scattered trees, and a clear sky. The foreground shows a grassy slope leading up to a line of trees.

WITH A PROUD HISTORY OF SUPPORTING PRACTICAL ON GROUND CONSERVATION PROJECTS, THE NRCL ANNOUNCES ITS NEW DIRECTIONS