



AUSTRALIA

# REGENERATE AUSTRALIA

**A ROADMAP TO RECOVERY  
& REGENERATION**

October 2020



## ACKNOWLEDGEMENTS

WWF-Australia acknowledges the Traditional Owners of the land on which we work and their continuing connection to their lands, waters, and culture. We pay our respects to Elders – past and present, and their emerging leaders.

WWF is Australia's most reputable environmental organisation\* and part of the world's largest conservation network. WWF-Australia has been working to create a world where people live in harmony with nature since 1978.

WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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For contact details and further information, please visit our website at [www.wwf.org.au](http://www.wwf.org.au)

\*Charity Reptrak 2019

Cover: © WWF-Australia

This page: WWF-Australia partnered with Foodbank Australia and Woolworths Supermarkets to help make an immediate impact on the lives of vulnerable native wildlife in bushfire affected areas by supplying fresh food as a part of the NSW Government's aerial food drop program. The food drop targets brush tail rock wallabies in the Blue Mountains, impacted by the Gospers Mountain megafire in December 2019. © WWF-Australia/Veronica Joseph

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A BOLD VISION

# REGENERATE AUSTRALIA WILL BE THE LARGEST AND MOST INNOVATIVE WILDLIFE AND LANDSCAPE REGENERATION PROGRAM IN AUSTRALIA'S HISTORY.



DERMOT O'GORMAN, CEO,  
WWF-AUSTRALIA

© WWF-Australia / Matthew Harris

## A WORD FROM OUR CEO

DERMOT O'GORMAN

The Australian bushfires of 2019-20 were one of the greatest disasters in our country's history. They raged for months, burnt up to 19 million hectares, took 34 lives, destroying up to 7 billion trees, 3094 homes, and an estimated 3 billion animals either perished or were displaced by the blazes. So much was lost, and the impacts will be felt for decades to come.

I can't think of another event in living memory that has had such a profound impact on wildlife.



© WWF-Australia/Veronica Joseph

In response, WWF-Australia established our national bushfire response framework, to:

**Respond** urgently to the needs of fire-affected wildlife;

**Protect & restore** what remains and intervene to mitigate the risk of future fires; and

**Future-proof** Australia's landscapes, drawing on leading climate adaptation science.

As we began the task of bushfire recovery, the global COVID-19 pandemic was just beginning, and forced us to revisit our plans once more.

To make sure we centred our work around what Australians needed, we engaged in an extensive nationwide listening campaign, especially to listen to Indigenous voices and views, and those of bushfire-affected communities, on what it will take to rebuild Australia and restore what has been lost.

What we've discovered, from listening to communities, is that Australians right across our amazingly diverse nation want a vision that goes beyond building back better and creates a different, more sustainable future in which people and nature thrive. Traditional Owner knowledge was a consistent thread throughout all our conversations, and will be a key part of our strategy.

Very soon we realised that a unique opportunity had emerged – an opportunity to re-imagine what a national plan to regenerate Australia might look like.

It is this that is driving our long-term vision to Regenerate Australia, the largest and most innovative wildlife and landscape regeneration program in Australia's history. Yes, there are risks and some ideas may not succeed. But as an organisation committed to innovation we are resolved to dream big, to test, validate and ultimately scale up workable solutions. We simply must deliver impactful and durable change.

Let's embrace the challenge together.

# AN IMMENSE CHALLENGE & OPPORTUNITY

Now marks a critical moment. After the 2019/20 bushfire devastation, we need to come together to help Australia recover, restore and renew.

Regenerate Australia is our new program of ongoing action to ensure our environment, people and wildlife not only survives, but thrive together. It's a commitment to every animal, habitat and community to restore, protect and support what's important.

It's something we can't do alone. We're counting on your conviction to join us in taking the first steps to Regenerate Australia for the benefit of our natural world.

## THE PROBLEM

Australians suffered devastating loss of human life during the recent bushfires. In addition to that horror, 3 billion native animals perished or were displaced by the blazes. A global pandemic followed. Our climate continues to warm, and the rate of species extinctions is accelerating.

Australia was already on a precarious trajectory - experiencing record-breaking temperatures, severe drought, and the highest rate of mammal extinction anywhere in the world. Each year, more species join our threatened species list than come off it. And Australia is one of 11 global deforestation hotspots - the only one in the developed world.

## THE SOLUTION

In January 2020, WWF-Australia launched a global campaign to respond to the devastation caused by the bushfires. We mobilised urgent response teams on the ground, ensuring the best care possible for stricken wildlife. We conducted searches for missing and injured animals, and made sure local veterinarians had the tools and supplies to provide critical care. Food was delivered to surviving animals, and research was conducted to evaluate the extent of the damage.

Thousands of people, both here and abroad, turned to WWF-Australia and trusted us with their gifts toward recovery.

WWF supporters and friends generously contributed \$45 million to support our bushfire recovery mission. Their donations have enabled us to make a strong start on our ambition to Regenerate Australia, but we know we are going to need much more. We need to work with governments, business, communities, NGOs, investors, innovators, individuals and foundations to achieve our goals. And we will need skills, smarts and a commitment to invest in the future of the natural wonders that make Australia one of the last remaining biodiverse strongholds on Earth.

**THIS WAS A NATIONAL CRISIS OF GLOBAL SIGNIFICANCE AND A WINDOW INTO A CLIMATE FUTURE THAT NOBODY WANTS. NATURE CAN'T WAIT, WE NEED TO DO MORE.**



# OUR VISION TO REGENERATE AUSTRALIA

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## TOGETHER IT'S POSSIBLE

Regenerate Australia is our vision and program of action to ensure our environment, people and wildlife thrive. It will be the largest and most innovative wildlife and landscape regeneration program in Australia's history.

A \$300 million effort over five years will kick-start our efforts to repopulate, rehabilitate and restore wildlife and habitats, boost sustainable agriculture and future-proof Australia against climate related disasters. A vision of this scale and significance needs us all. Together we can make it possible.

With commitment and courage, we can bounce back from the bushfires, we can secure and recover our wildlife, stabilise our climate and ensure communities are more resilient. In doing so, we'll continue to listen to communities, act on the advice of scientists and Indigenous partners, and learn and adapt from experience.

This vision will provide hope to Australians. Thriving communities must be at the centre of our solution for nature.

The journey has already begun with a listening project WWF-Australia conducted over winter to understand the needs of impacted communities. We've devised solutions with conservation partners and initiated ground-breaking scientific research. We've used our own WWF Panda Labs to develop and validate innovative ideas.

This is only the beginning. While our vision is ambitious and bold, we know that co-designing the future with those most impacted is essential to sustainability.



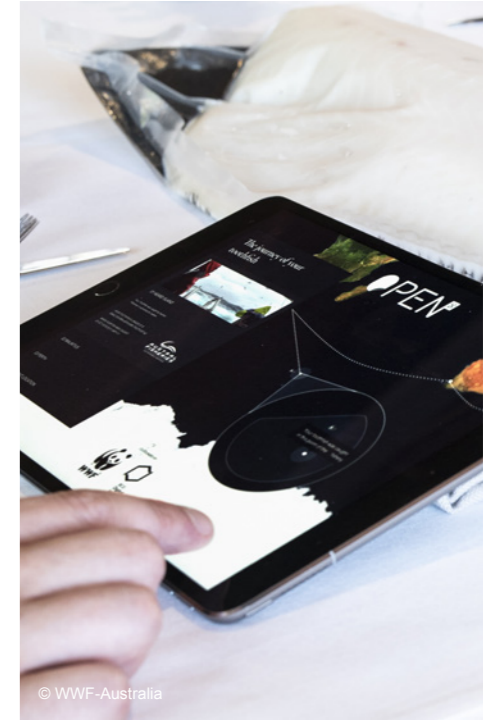
A bold five-year plan that is owned by partners and all stakeholders must:

- Protect our unique environments
- Safeguard threatened species and rewild places where nature is struggling
- Empower Traditional Owners and embrace their knowledge of Country
- Accelerate the transition to renewable energy
- Invest in known solutions and innovate our way to new ones.

We can't do this alone. We need your help to Regenerate Australia.

# STRATEGIC ROADMAP

We have developed six pillars to help structure Regenerate Australia.



## ECONOMY SHIFT

Advocate for greater government funding for environmental protection, innovation (with a focus on research and development), and emergency response and aid; secure post-Covid investments that benefit people and nature; and lead a shift towards the New Green Economy.



## WILDLIFE RECOVERY

Address Australia's extinction crisis, activate Koalas Forever and protect the Great Barrier Reef (with a focus on Net-Free North). Rewild key species; secure a national species ark; and ensure recovery plans are in place for all of Australia's threatened species.



## STABILISE CLIMATE

Accelerate Australia's energy transition; engage the corporate sector through the Business Renewables Centre and Science Based Targets; ensure a national renewable hydrogen scale-up; deliver a global campaign that draws on Australia's recent bushfires as a watershed moment to motivate global climate action; secure the growth and protection of two billion trees.



## FOOD PRODUCTION

Halve impacts of food production by stimulating market-based transformation across leading food manufacturers with a focus on three primary commodities: beef, sugar and seafood; reduce wastage with a focus on promoting a circular economy.



## BUILD RESILIENCE

Deliver Australia's most ambitious species climate resilience program; increase the number and capacity of Indigenous rangers on country with a focus on expanding the WWF-founded Women Rangers Environmental Network; support vulnerable species and communities abroad with a focus on Pacific Reef Recovery interventions and maintaining momentum behind WWF's Tx2 tiger recovery program; launch the Asia Pacific Counter-Illegal Wildlife Trade hub.



## UPSCALE INNOVATION

Continue to challenge business as usual approaches; scale up WWF's innovation program Panda Labs; and work hand in hand with communities, entrepreneurs and investors to support community-led ventures and innovative solutions in priority bio-regions; seek to launch at least 20 new social ventures that commercialise solutions at scale.



Regrowth after bushfires © WWF-Australia



Ruby Heard of Alinga Energy shared her story with WWF-Australia, to highlight the benefits solar projects could bring to Indigenous communities experiencing energy poverty. © WWF-Australia



Annie the koala gets her bandages changed © WWF-Australia



Anorah John from WWF-Australia's Award-winning innovation team. © WWF-Australia

OUR PLAN  
**WE WILL KICK-START  
REGENERATE AUSTRALIA  
WITH THE FOLLOWING FOUR  
KEY PROJECTS**

1. KOALAS FOREVER
2. TOWARDS 2 BILLION TREES
3. RENEWABLES NATION
4. INNOVATE TO REGENERATE

During 2020, we have been testing and validating solutions. Some are ready to progress, others will be phased through 2021 and beyond. WWF-Australia will use its proven capabilities and award-winning\* innovation methodologies to co-design solutions with communities and partners, to be agile to multiyear initiatives and most importantly to be able to navigate towards our vision in a very uncertain world. Now is not the time to be risk averse. Now is the time to Regenerate Australia.

\* Australian Financial Review's Most Innovative Companies 2018



# KOALAS FOREVER

Australia’s native wildlife suffered grievously in the fires. At least 6,000 koalas were killed in NSW alone, pushing them closer to extinction. But there is hope, we can turn this tragedy around. With the right investments and actions, we can double the number of koalas in Eastern Australia by 2050.

As one of our most iconic animals and ecologically an umbrella species, for every koala we assist we help hundreds of other species.

Here is our plan to help koalas and our native species bounce back and thrive once more where they need our help most:

**OUR GOAL**  
Double the number of koalas in Eastern Australia by 2050

## CRITICAL CARE



Capacitate new wildlife hospitals and expand and modernise an existing koala clinic to become a wildlife surgery in the NSW Northern Rivers region, reducing the need for stressful transportation to wildlife hospitals outside the region.

## ECO-TOURISM



Build the case to establish the “Great Koala Tourism Trail” – a koala habitat eco-tourism trail from Sydney to the Sunshine Coast.

## LAND FUND



Build a WWF Land Fund to create new private native species arks.

## HABITAT CORRIDORS



Restore the Northern Rivers Koala Corridors habitat in the Richmond Valley, NSW Northern Rivers, by planting and caring for one million trees; and create new habitat corridors by trialing drone direct seeding along the east coast.

## NATIONAL PARK



Advocate for and secure the “Great Koala National Park” – 50,000 hectares of new National Park in high priority koala habitat in state forests on the NSW north coast.





# OUR GOAL

Together we can save and grow two billion trees by 2030



## TOWARDS 2 BILLION TREES

Australia is the only developed country that is a global deforestation hotspot. Add to that the loss of habitat through the fires and we face an ecological crisis. To do our part to combat this and protect and restore forests and woodlands we will:



# TOWARDS 2 BILLION TREES

### RESTORE



Secure government policies and plans for land restoration, and the integration of Indigenous cultural burning, into natural resource management (using small, cool, controlled flames proven to prevent fire risks, rejuvenate local flora, protect native animal habitat and help make more fire-resilient landscapes).

### INCENTIVISE



Incentivise landscape restoration by identifying its market value, including stopping excessive deforestation for beef production.

### CONSERVE



Conserve 30% of Australia's land within the National Reserve System; secure an additional 40 million hectares to ensure at least 15% of all types of forests and woodlands are represented in the protected areas system; attain World Heritage listing of tall eucalypt forests in NSW, Qld and Victoria.

### REFOREST



Reforest 10 million hectares of native forests and woodlands on cleared or degraded lands and improve resilience against climate and drought.

### PROTECT



Seek enhanced protection of six priority landscapes that now provide critical refuge for wildlife post fires.

### SEED HARVEST



Support the planting of a network of native forests for seed harvesting.



# RENEWABLES NATION

We cannot Regenerate Australia with our eyes closed to the risks that climate change poses to our people, wildlife, and wild places. Australia can make a major contribution to the global shift to a low carbon future by becoming the world’s leading renewable energy export powerhouse. To get there we will:

## BUILD MOMENTUM



Raise public awareness and advocate to secure commitments from all Australian governments to produce costed renewable exports strategies and associated programs and policy.

## SCALE UP BUSINESS



Scale up the Business Renewables Centre to realise a national vision of 700% renewables.

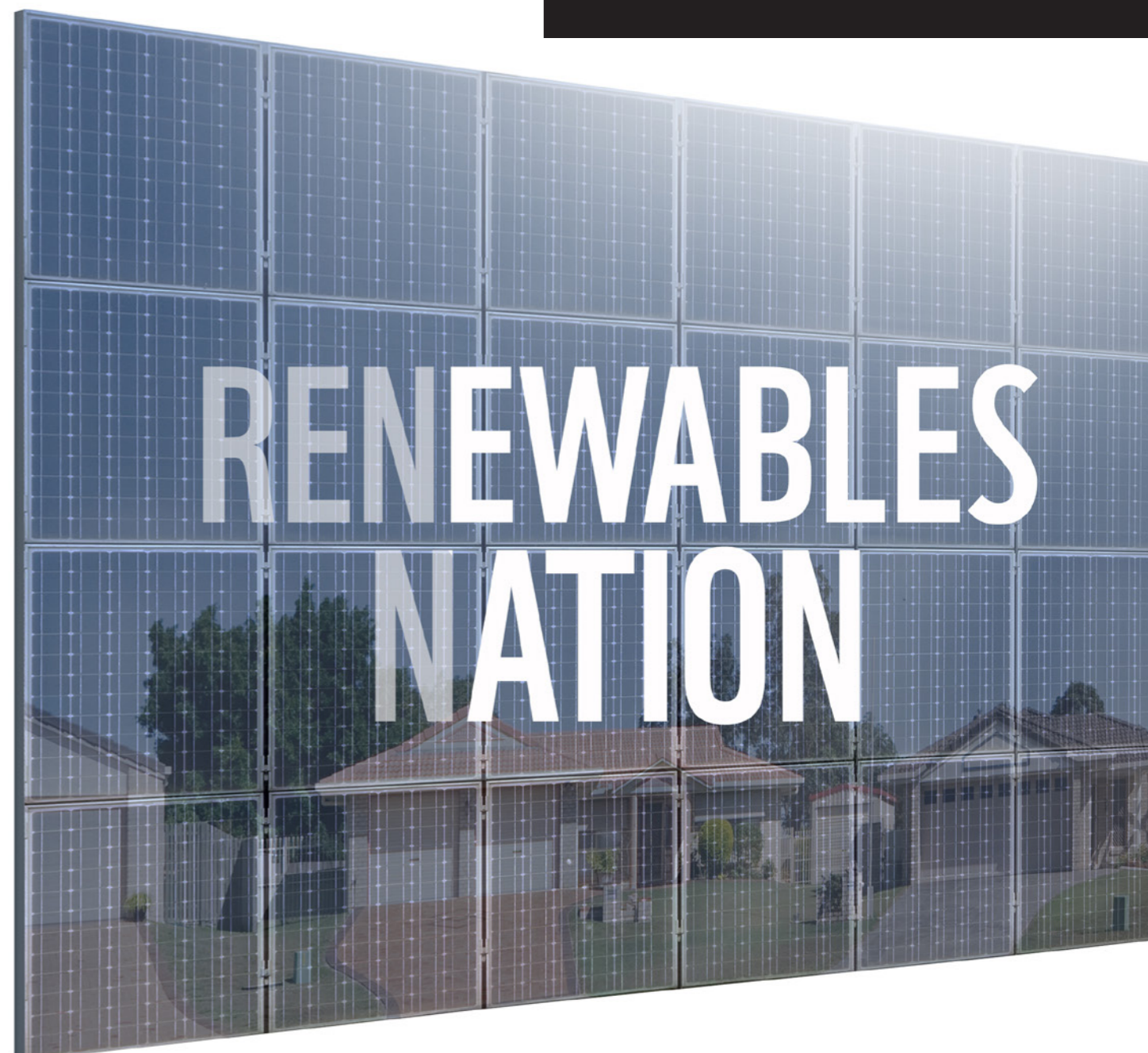
## COMMUNITY-LED



Collaborate with a leading Indigenous-led organisation, unions, and the renewables industry to ensure the ecological sustainability of renewable projects and their supply chains.

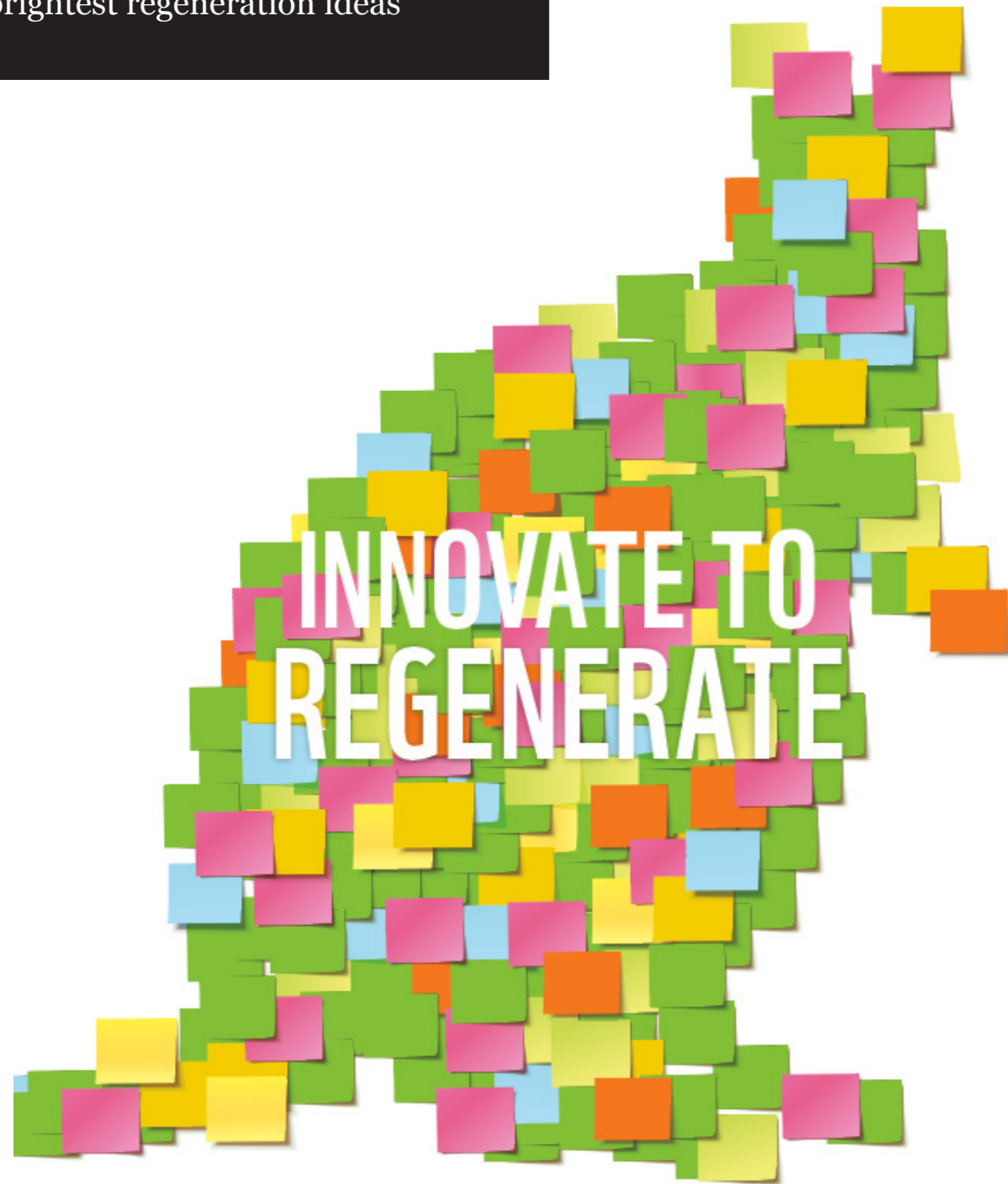
# OUR GOAL

Australia leads the global shift to a low carbon future and becomes a renewable energy export powerhouse



# OUR GOAL

Find and amplify the brightest regeneration ideas



## INNOVATE TO REGENERATE

Innovate to Regenerate is a test-bed for regenerative, community-led solutions that will encourage impact investment into priority areas. We know that long-term strategic and collaborative effort is needed, and that we need to use new methods and approaches to problem solving.

Leveraging WWF's strength as a convener and facilitator with partners, we will help Australia harness the nation's potential to lead a dramatic shift to a regenerative economy through innovation, scientific rigor, and deep

community engagement. Reaching the greatest minds across all sectors and all corners of the world, we will find and amplify the brightest ideas to disrupt the status quo to help us Regenerate Australia.

### INNOVATION CHALLENGES



WWF will leverage our Impactio\* Platform to run two global innovation challenges. The first Challenge will start in October 2020 and the second in 2021:

#### **Challenge 1: Bushfire Restoration and Resilience**

The first Challenge will identify, and fund innovative solutions linked with species and landscape-based climate adaptation, restoration, and resilience, through a \$1 million grant program.

#### **Challenge 2: Future-Proofing Communities**

The second Challenge will uncover innovative, investable venture and business ideas that work to future-proof Australian communities, such as:

- Driving the shift to a new regenerative economy
- Securing Australia's natural resources
- Mitigating the impacts of climate change and driving climate preparedness
- Identifying and supporting community-led solutions capable of replication nationally

### VISIONING



With insights from our nationwide listening campaign, we are building a bold narrative and vision of what Australia in 2030 could look like - if we took collective action today. We will create the '2030' short film, working with the makers of the '2040' film, to share Australians vision for a regenerative future and driving interest in the innovation challenges.

### REGENERATION FUND



Establish a Regeneration Fund: A blended model fund to de-risk these ventures and increase likelihood of success for projects surfaced through the two challenges.

\*Developed by WWF-Australia in partnership with Consensus, Impactio is a purpose-built online pipeline development platform of project leaders, subject-matter experts and funders collaborating to make high-impact projects happen. It offers a new approach to project incubation, selection, and funding. It enables value-add exchanges between subject-matter experts and project leaders, while leveraging the latest technologies to increase trust through transparency.



Installing possum box with Wildcare Queanbeyan © WWF-Australia

## HOW YOU CAN HELP REGENERATE AUSTRALIA

The bushfires caused a staggering loss to nature that requires action at scale.

Together we've made significant inroads in addressing some threats, however the size of the problem now demands an equally audacious solution.

Raising \$300 million is what we estimate it's going to take to kick-start Regenerate Australia.

Whether you donate money to this landmark program, join us as a corporate partner or lend your expertise to one of our many projects, you have the power to help in profound ways. You can be the change you want to see in our world.

## CONTACT US

Australia, now is the time. If you would like to get involved, please contact us at: [partnerships@wwf.org.au](mailto:partnerships@wwf.org.au)

## LEARN MORE

[wwf.org.au/regenerateaustralia](http://wwf.org.au/regenerateaustralia)



# THE CRITICAL DECISIONS WE MAKE TODAY WILL SHAPE AUSTRALIA'S TOMORROW.

Koala and joey © WWF-Australia / Jackson Photography / Adobe stock



Working to sustain the natural world for the benefit of people and wildlife.

together possible™

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