



GEO BAY WILDLIFE RESCUE INC STRATEGIC PLAN 2026-2029

FOR WILDLIFE. FOR COMMUNITY. FOR COUNTRY.

Our Purpose

Geo Bay Wildlife Rescue Inc exists to protect native wildlife in the Geographe Bay region, with an urgent focus on threatened and critically endangered species facing increasing pressure from habitat loss, urban expansion, vehicle strike, domestic animal predation, and climate extremes.

Our Core Values

Respect

We value people, wildlife and the environment — treating all with dignity, cultural awareness and consideration.. Respect guides how we care for animals, how we work with each other and how we honour Country.

Community

We work together with volunteers, partners and the public to protect local wildlife. We work together with volunteers, partners and the public to protect local wildlife. Our strength comes from shared effort, local knowledge and the belief that everyone has a role in caring for native species.

Integrity

We operate transparently, ethically and with accountability in all decisions and actions.. Integrity builds trust with our community, partners, and the animals we are entrusted to protect..

Stewardship

We use resources responsibly and care for the environment with long term sustainability in mind. . Stewardship reflects our commitment to safeguarding ecosystems for future generations

Our Vision

A connected and empowered community working together to protect wildlife, restore ecosystems and secure a safer future for native species.

Our Mission

We work alongside our community to rescue, rehabilitate & release native wildlife; support volunteers; build the capability, collaboration and the care needed to protect local ecosystems

Strategic Priorities

Strategic priority 1 - Strengthen Rescue & Rehabilitation Capacity

- Improve response capability for high risk species, especially threatened and critically endangered wildlife.
- Enhance triage, transport and rehabilitation processes to ensure safe, consistent, high quality care.
- Ensure our preparedness for emerging threats to wildlife
- Expand equipment, facilities and trained responders to meet increasing demand.

Strategic priority 2 - Support & Train Volunteers

- Build a safe, inclusive and supportive volunteer culture.
- Provide accessible training pathways for new and existing volunteers.
- Strengthen wellbeing, retention and recognition initiatives.

Strategic priority -Protect and Restore Local Ecosystems

- Collaborate with partners to reduce threats such as habitat loss, vehicle strike and domestic animal predation.
- Support community education and advocacy that promotes coexistence with wildlife.
- Contribute to local conservation initiatives and data collection.

Strategic priority 4 -Strengthen Partnerships & Community Engagement

- Deepen our collaboration with government agencies, local government, other wildlife groups, veterinarians, community & Landcare groups, schools, WA Wildlife Hospital and Perth Zoo.
- Build public awareness of wildlife pressures and the role of community action.
- Increase visibility, trust and participation across the Geographe Bay region.

Strategic priority 5-Build a Resilient, Sustainable Organisation

- Strengthen governance, compliance and operational systems.
- Secure sustainable funding through grants, partnerships and community support.
- Invest in organisational capability, planning and risk management.

How we will measure our success

1. Having a sound financial base.
2. Through a strong advocacy voice for our wildlife.
3. Having an engagement strategy with key stakeholders and building stronger relationships
4. Maintaining a strong community engagement focus
5. Strongly supporting our volunteers
6. Having our training up to date
7. Receiving positive community and stakeholder feedback

How we will get there

- 2026 — Build strong foundations for safe, consistent wildlife care.
- 2027 — Expand our capacity to respond effectively to growing wildlife needs.
- 2028 — Deepen community engagement to prevent harm and strengthen conservation impact.
- 2029 — Consolidate our progress and futureproof the organisation for longterm sustainability.

How we make strategy a habit

- Keep Strategy Visible
- Guide Decisions with Purpose
- Build a Strategic Rhythm
- Empower Volunteers
- Learn & Improve Continuously
- Celebrate Progress
- Stay Connected to Community

