

Executive Directors report to the Board Board Meeting 18 October, 2017

For period between June 20 – Oct 18 2017.

The past few months have been dedicated to getting on with establishing the major donor program funded by the HMST grant, while at the same time working through how to progress other aspects of the Fundraising Strategy and Strategic Plan.

A key issue faced by the organisation at this time is the limited paid resource to progress aspect of the plan outside of the Fundraising Strategy. We set a Core Budget for 2017 at \$86,000 but have been operating on about 1/3 of it.

It is fantastic to see the Board rising to the challenge that this funding shortfall is posing with a significant uptake of operational responsibilities being undertaken by Simon on the finance side, Peter on the Governance side and Karen, Ann, Amanda, Greg, Anthony and Paul with Fundraising and Project Development.

The HMST grant is progressing well – but not likely to deliver core-funding this calendar year. I have been preparing the reporting for HMST for the first year of the grant, despite starting the project later than anticipated and only being 8 months into the project.

Linda's role is becoming more refined as we more tightly define the approach we take to the major donor fundraising. The Executive has determined her 2 days of employment should be almost singularly focused on that aspect of the Fundraising Strategy and, in light of that, her role has been re-classed as Donor Relationship Manager. She has been actively planning our first two major donor cultivation events planned for this November.

I am undertaking other aspects of the Fundraising Program – the marketing, communications and digital side. In this I am being supported by a very good small team, with InHaus Design rebuilding our website, brand name and being engaged on a continuing basis to further develop it and communications materials, over the next year. Chris Joyner (Deepend Digital) is providing advice and technical support. Funding from the HMST grant will support my expanded role in this area. Objectives over the next few months include:

- Detailed plan for expansion of knowledge hub and development of Linking Landscapes + other content
- Design e-newsletter, write and send first one

We have continued to work building a relationship with the Victorian Government, being invited to participate in their upcoming co-design of the Biodiversity Response Planning workshops. We submitted two applications in their recent Community Skills Development Grant Round – one for BA to further its project prioritisation and planning and the other to support member groups through running local- Habitat Connectivity Planning workshops with them. The workshops are designed to also provide the opportunity further plan BA landscape/capacity projects.

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