

30

YEARS OF
FAME



2021–2026 | **Strategic Plan**

Updated 2023

PROVIDING SUPPORT TO SAVE SPECIES AND HABITATS

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FAME acknowledges Australia’s Aboriginal and Torres Strait Islander peoples and their spiritual and cultural connections to Australia’s land, water, plants and animals.

We pay our respects to their elders past, present and future and seek to collaborate with traditional custodians in the conservation of Australian habitat, flora and fauna.

Front Cover:

Numbat

Myrmecobius fasciatus

Threats:

EPBC: Endangered

IUCN: Endangered



FAME is committed to the conservation of numbats and has supported several projects aimed at protecting and restoring Numbat populations in safe, predator-controlled environments to promote population growth in the wild.



Southern Greater Glider. Photo Credit: Josh Bowell

Southern Greater Glider

Petauroides volans

Threats:

EPBC: Endangered

IUCN: Vulnerable



The project to ensure the survival of the Southern Greater Glider is focussed on reconnect critical habitats through tree planting, expanding den sites, and habitat management.

Introduction

The Foundation for Australia’s Most Endangered Species (FAME) is an Australian organisation established in 1993, dedicated to preventing the extinction of species most at risk. Operating nationally, FAME builds on the legacy of early conservation disruptor, John Walmsley.

FAME identifies and funds innovative conservation projects, which include species translocation, in-situ protection, habitat restoration, and building sustainable populations within protected areas, with a long-term focus on rewilding. FAME identifies high-potential projects early, providing the initial funding to launch these crucial initiatives.

Once a project is approved by our Conservation Committee and Board, FAME offers financial, regulatory, and compliance oversight, allowing our on-ground partners to concentrate fully on wildlife conservation, without the burden of securing funding or handling governance tasks. FAME’s involvement often acts as a catalyst, attracting more attention and larger funding streams to support both the species and the work of our partners.

We collaborate with researchers, ecologists, environmentalists, and government bodies (Federal and State), not-for-profits, and landowners. Whenever possible, we incorporate the knowledge and traditions of Australia’s First Nations people.

In our experience, successful conservation in Australia comes from the intersection of species in need, depleted habitats, and organisations capable of implementing the necessary programs – all supported by committed, regular funding. FAME’s key role is sourcing this funding, enabling our partners to focus on their hands-on conservation work.

“FAME’s flexibility to manage projects of specific need across Australia is one of their greatest strengths. They partner with other organisations to address urgent conservation issues quickly. This responsiveness and ability to collaborate makes FAME stand out.

Lang Foundation

We are already working with global funding partners and aim to further expand this network. By collaborating with like-minded organisations around the world, we align with their goals to fund meaningful conservation initiatives across Australia. Together, we fill a vital niche in the conservation ecosystem, empowering our on-ground partners to focus on their core mission of saving Australia’s unique wildlife.

With an engaged and experienced board, and the knowledge gained from over 80 conservation projects, FAME has built a strong foundation of financial capacity, scientific insight, and practical expertise. We’ve become experts in identifying the critical success factors needed to help species survive.

Over the past 30 years, FAME has proven that well-resourced, carefully planned programs – supported by passionate funders – can achieve far more than the sum of their parts.

At FAME, we believe in making a difference, together.

Vision

Preventing any further extinctions of Australian flora and fauna.

FAME has a clear and simple vision of a future that we strive to foster.

Mission

Providing support to save Australian species and habitats.

FAME’s focus is to provide funds and expertise to support projects and programs aimed at protecting or re-establishing threatened Australian native species and habitats.

Core Values

Conservation

To protect ecosystems and native species to safeguard their longevity.

Transparency

To be open and unambiguous in all our actions, and show strong leadership among our peers.

Integrity

To meet the highest ethical standards.

Respect

To recognise and value all people and cultures.

Collaboration

To build strong relationships with stakeholders to achieve enduring results.



Kangaroo Island Echidna

Kangaroo Island Echidna
(from the Kangaroo Island Wilderness Project)
Tachyglossus aculeatus multiaculeatus

EPBC: Endangered
IUCN: Not Listed

Threats:

FAME funded critical monitoring activities of threatened species endemic to Kangaroo Island, with a focus on the removal of invasive predators to create safe habitats to restore the island’s wilderness.

Strategic Plan 2021-2026

“I remember the first quoll release in the Flinders Ranges—such a touching moment. That species hadn’t been seen in that area for over a century, and it felt like they were coming home. These experiences are why we continue to support FAME.

Cliff
FAME Donor

This 2021-2026 Strategic Plan has solid foundations embedded in more than 30 years work in helping prevent the further extinction of native flora and fauna.

This five-year Plan recognises that critical to future success is the continued support of our various stakeholders – members, donors and partners – and broadening the Foundation’s appeal and expanding its donor base. The key to those goals is stakeholder confidence in FAME’s management and governance.

With that in mind, this Plan sets out five values that will guide FAME’s operations and strategy. They are:

This Plan further outlines the five principal strategic pillars that will guide the Board’s decision. Those pillars are:

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Strategic Pillars

Governance

Meeting all legal obligations in a timely manner.

Philanthropy

Optimising FAME’s income in the long term.

Commercial diversification

In keeping with our conservation role, supporting research and development that may also increase the Foundation’s sources of funding.

Projects

Identifying and supporting projects that have a high likelihood of success.

Financial growth

Enhancing FAME’s financial base by driving growth of the Reserve Fund to the target of \$2 million and maintaining a conservative balance sheet.

Western Quoll. Photo Credit: Michael J Barritt

Western Quoll
Dasyurus geoffroii

EPBC: Vulnerable
IUCN: Near Threatened



The mission to restore balance to South Australia’s northeastern ecosystems began with the first phase of this project to reintroduce the Western Quoll into the Ikara-Flinders Ranges, representing one of the world’s most successful predator reintroductions.

From the Chairman

“FAME is a very good lateral thinking organisation, willing to be aggressive in finding solutions for species facing extinction. The Red Handfish project, for example, started as a small request for signs, but we expanded it into a million-dollar project with world-first captive breeding programs.

Christopher Chapman
Chairman, FAME Board of Directors

For over 30 years, I believe that our Foundation has established itself as a genuine force in the continual fight to end further extinction of native species in Australia. But there are periods in the existence and development of all worthwhile entities when they must take stock – to stop and ask if there are better ways to enhance its prospects of success in critical work.

Accordingly, on behalf of the Board and management, I am pleased to present the FAME Board's new strategic plan. This Plan is the foundation for FAME's future and builds upon the remarkable outcomes achieved in the previous Plan – 2017-2020 Roadmap to the Future.

Its principal supporting pillars are five values that reflect our mission and the way in which we intend to conduct ourselves.

Objectively, I believe we can claim a very successful initial 30 years – the track-record speaks for itself. But the Board recognises that in a constantly-changing environmental, financial and philanthropic landscape, the FAME Board must reassess how your Foundation goes about its work.

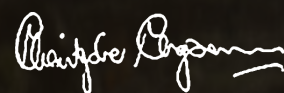
Thirty years is just a beginning: your Foundation seeks to endure as sadly the work of preventing further faunal and floral species extinction in Australia will probably never be done.

This Strategic Plan reveals several innovations. Your Board and the management team have opted to include habitat restoration as an important element of FAME's work. It makes sense to approach conservation projects in a holistic manner: without feral management, invasive species control and other threats to habitats, eventual project success is constantly threatened or compromised.

Additionally, the Foundation has broadened its approach by introducing an element of commercial diversification.

The Board believes in the importance of supporting the many diverse initiatives that may be brought to bear in the fight against feral predators. Our stakeholders know of our previous successful investment in the 'Felixer' cat trap but there is in the pipeline a great deal of research and development that may further help our mission, for example, a device to curtail the spread of Cane Toads and an implant which will enhance the chances of the survival of re-introduced species. We want FAME be a part of conservation innovation.

I am proud, on behalf of the Board and management, to present this Strategic Plan and I commend it heartily to all those who, like us, believe strongly in preventing the further extinction of any more native flora and fauna in our wonderful country.



Christopher Chapman
Chairman

Mary River Turtle

Elusor macrurus

EPBC: Critically Endangered
IUCN: Endangered

Threats:



The Mary River Turtle project provided a head start to hatchlings, growing turtles to a larger size in captivity in an effort to increase their chance of survival when released.

Governance

Masked Booby/ Photo Credit: Jack Snick

To ensure the Company's legal compliance in all relevant aspects, and competence of the Board as a whole in the wide range of necessary skills, with active Board succession planning.

All of the Company's legal obligations, operations and reporting are completed to a high standard and in a timely manner.

Key Result

The Board always comprises members with a range of appropriate and necessary skill sets, who act in a fair, reasonable and ethical manner.

Strategies

Continue to encourage a productive and rewarding workplace reflecting the needs of a progressive organisation.

Ensure all Company-regulation and fundraising compliance is maintained, and all reporting is completed on time and accurately.

Develop a Board member succession process.

Review Board efficacy and skillsets often.

Develop and update as necessary a complete suite of policies, and encourage Board members to review these policies frequently.

Review corporate identity and branding to ensure alignment with the expectations of donors, partners and community.

Masked Booby (from the Lord Howe Island Project)
Tachyglossus aculeatus

EPBC: Marine, Migratory
IUCN: Least Concern



Threats:
Following the LHI Rodent Eradication Program (REP) to eradicate introduced rodents from the island group, the program transitioned to monitoring to ensure the protection, monitoring and habitat restoration of seabirds, woodhens and endemic species to the Island.

“

FAME’s flexible funding approach allowed us to tailor the grant to our project needs, which was a refreshing change from the typical restrictive grants. This flexibility enabled us to build a team for the four-year captive breeding program, assess habitats for translocation, and plan the first wild releases.

Dr Stuart-Smith
FAME Project Partner

Southern Cassowary

Southern Cassowary

Casuarius casuarius

Threats:

EPBC: Endangered
IUCN: Least Concern



FAME has funded several projects to protect the Southern Cassowary including initiatives to restore Cassowary habitat, reduce vehicle strikes through effective signage and awareness programs and support the establishment of Cassowary corridors to reconnect fragmented rainforests.

Projects

To fund projects that are designed to reduce the possibility of extinction of Australia’s flora and fauna, or to rebuild habitats.

Robust processes are undertaken by a highly-qualified scientific committee to assess and recommend applications for funding to the Board to increase the likelihood of successful conservation outcomes.

Key Result

A 10% annual increase in funding of projects across Australia.

Strategies

Identify projects based on good science with high likelihoods of success, and secure funding for them.

Ensure all project are identifiable in one of the streams within the project funding stream table developed by the Board.

Communicate the status of projects regularly to relevant stakeholders.

Complete evaluations to determine efficacy of, and learnings from, all projects.

Develop partnerships with similar organisations who share FAME’s mission and values.

Facilitate and contribute to appropriate major conservation projects throughout Australia.

Encourage and foster worthwhile conservation projects with seed funding.

Evaluate projects to demonstrate donor investments are achieving required conservation outcomes.

Philanthropy

To ensure all appropriate practices and databases are used to optimise the annual income stream for FAME and to build a strong philanthropic culture on a global scale.

FAME has state-of-art fundraising systems in place, consistent with its size of operations, and a rising annual income stream.

Key Result

Philanthropic funding growth of 5% each year.

Strategies

Identify, approve, invest in and implement effective and efficient fundraising-support systems to achieve fundraising objectives.

Create and continually develop contemporary stakeholder engagement strategies and pathways.

Continue open communication with stakeholders regarding all aspects of FAME's work.

Investigate market conditions, agree on targets, and (if appropriate) appoint additional personnel with the aim of increasing donor numbers, optimising donor engagement, and increasing annual fundraising income.

Develop (or refine) the focus for technological innovation requirements to enhance FAME's philanthropy and fundraising activities.

Build strong relationships with, and the loyalty of, all stakeholders within our community.

Expand ways current and prospective donors can connect with FAME through innovative practices.

Build a network of global partners to collaborate on projects across Australia, aligning with their goals to fund meaningful initiatives.

“FAME doesn’t run the projects themselves but implements them through partners, and they do it very successfully. That’s something that really appeals to us—working with an organisation that knows how to leverage partnerships to make a difference.

Bowden Mardsen Foundation



Red Handfish
Thymichthys politus

EPBC: Critically Endangered
IUCN: Critically Endangered



Partnering with the Institute for Marine & Antarctic Studies (IMAS) and the University of Tasmania (UTAS), the project to save the Red Handfish from extinction includes captive breeding, ecosystem restoration and pest species management.

Financial Growth

Native Orchid, Photo Credit: RBOV

To ensure the security of FAME’s future by developing financial sustainability through additional sources and amounts of funding, cost management and the focused building of the Reserve Fund.

Net income grows by at least 10% annually.

Key Result

FAME’s Reserve Fund reaches the desired level of 2026.

Strategies

Make the growth of our Reserve Funds a high priority over the next 5 years to try to ensure the target is reached in that period through judicious investments and constant monitoring.

Review the balance sheet regularly to adjust plans for project funding and growth in net assets.

Expand our donor community in both numbers of stakeholders and further philanthropic giving.

Review income and expenses continually; appropriately approve outgoings.

Should the event occur whereby future funding is unable to be sourced, FAME is underpinned by an investment portfolio and at the Board’s discretion, funds may be made available for supplementing projects in need.

“I love that FAME operates on a tight budget but achieves incredible results. They focus on species that are often overlooked but integral to the ecosystem, and they’re doing it with great success.”

Jordan
FAME Donor and Influencer

Flame Grevillea (from the Raising Rarity Project)
Grevillea dimorpha

Threats:   

The Raising Rarity program will assist in the conservation of rare and threatened Australian wildflower and understorey species by engaging the community and enlisting their help to conserve genetic diversity – in their own gardens.

Commercial Diversification

Develop additional sources of funding to support FAME's mission.

Increase in the number of funding sources.

Key Result

Increase in the size of contributions from funding sources.

Strategies

Promote to donors and investors the benefits of funding organisationally-identified and approved projects and/or innovative commercial opportunities.

Expand networks and partnerships that lead to identified projects and/or innovative commercial opportunities.

Review and, where appropriate, investigate possible merger targets.

Identify and, where appropriate, invest in products and technologies with a conservation benefit and an acceptable benefit/cost/return profile.

Tasmanian Devil

Sarcophilus harrisii

Threats:



EPBC: Endangered

IUCN: Endangered

As a Founding Partner of Devil Ark, we have helped to establish the Tasmanian Devil from the effects of the Devil Facial Tumour Disease that was devastating wild populations and threatening the species survival.

80 projects. 30 years.

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