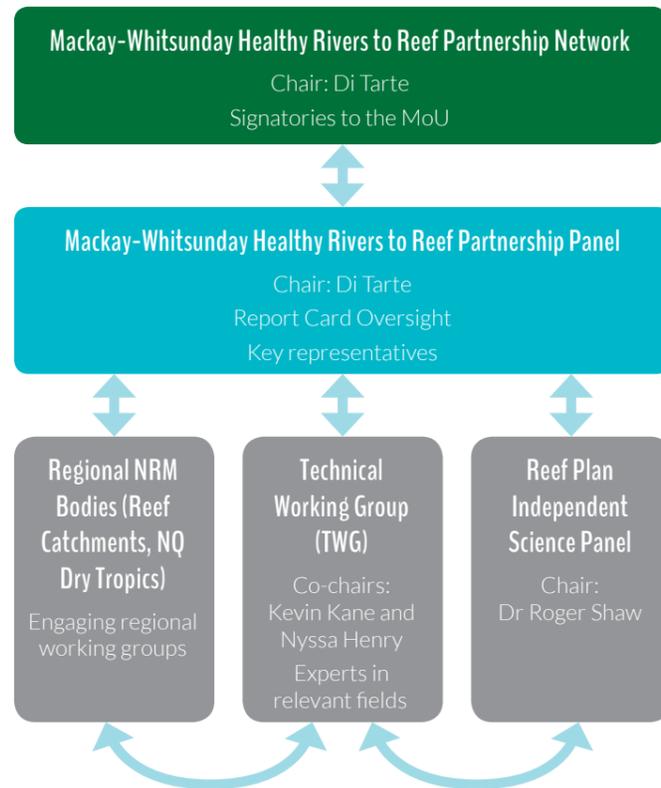


Partnership membership

Partners pay an annual membership contribution. This contributes to the development and promotion of the report card, along with additional monitoring and research to address key gaps in the region identified by the Partnership. It will also contribute to communication and engagement activities undertaken by the Partnership with the community.

A copy of the program design is available at www.healthyriverstoreef.org.au for more information on how your investment will help to achieve the collective goal.

Funding Category	Annual Membership Contribution	Example of who could be in this category	Vote
Contributing Partners			
Tier 1	\$1,000-\$5,000	Local Businesses, Small Companies and small public utilities, Peak Industry Associations	Yes
Tier 2	\$10,000	Regional NRM Bodies, Medium Companies, Medium public utilities, Universities, and Research Organisations	Yes
Tier 3	\$25,000-\$100,000	Large Companies/Industry/Coal Terminals, Port Authority	Yes
Government Tier	\$20,000	Regional Council	Yes
	\$100,000	Commonwealth Government	Yes
	\$250,000	State Government	Yes
Honorary Partners			
	Nominal \$50	Community	Yes
	Nominal \$50	Traditional owners	Yes
	Nominal \$50	Conservation	Yes
Invitees			
	N/A	Local MP	No
	N/A	Reef Plan ISP Chair	No



Cover image: courtesy of Whitsunday Regional Council



HEALTHY RIVERS TO REEF PARTNERSHIP MACKAY-WHITSUNDAY



Contact

Simone Voysey

Healthy Rivers to Reef Secretariat
(hosted by the Department of Environment and Heritage Protection)

Phone: 07 3330 5792

E: info@healthyriverstoreef.org.au

www.healthyriverstoreef.org.au

Value proposition

Healthy rivers and Reef contributing to a prosperous and iconic region where people visit, live, work and play.

The region

The Mackay–Whitsunday region—gateway to the Great Barrier Reef and 145 tropical islands—is rich in natural resources that underpin community lifestyles and a range of industries. These assets have significant and unique ecosystem values, and are at the heart of a strong tourism sector that attracts hundreds of thousands of visitors annually from around the globe.

The region boasts a number of vibrant urban centres, a significant sugarcane industry and three major ports, as well as a number of smaller marinas and harbours. It is also home to Whitehaven Beach, voted by TripAdvisor as the best beach in the world three years running.

The community has a strong and enduring connection with its waterways, from fishing and recreation in its freshwaters and estuaries, to diving and boating in the waters of the Great Barrier Reef.

The Partnership

The Mackay–Whitsunday Healthy Rivers to Reef Partnership was launched in October 2014 as a collaboration between community, Traditional Owners, farmers and fishers, industry, science, tourism and government.

It is founded on a shared vision for the region’s rivers and reef—to ensure they are healthy and contribute to a prosperous and iconic region where people visit, live, work and play.

One objective of the Partnership is to produce an annual report card on the health of the region’s waterways, including the catchments and estuaries of the Don, Proserpine, Pioneer, O’Connell and Plane basins, as well as the inshore and offshore marine areas. The Partnership will release its first report card in October 2015.

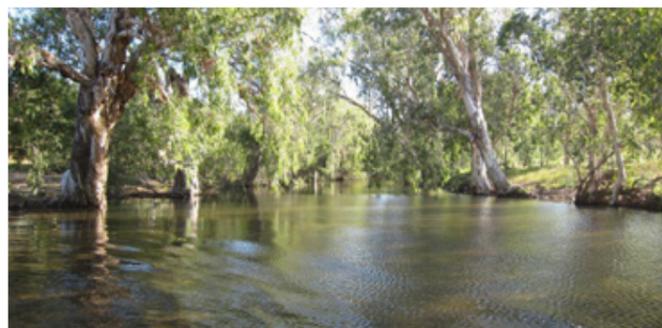
To develop the report card, the Partnership will use the best available independent science, including results from a range of regional monitoring programs.

The report card will help community, industry, science, tourism and government to work together to determine how and where we can do more to look after our waterways.

Become a partner

We are seeking your support in becoming a partner to collectively achieve outcomes for our region. As a partner you will receive recognition for your involvement in a leading partnership that is developing a new approach to reporting waterway health in the region.

With your involvement, the community will have more certainty and confidence in the results—because by demonstrating that we are working together we can achieve more targeted outcomes for the region, rather than in competition or isolation.



Building from a strong foundation

A number of partner organisations are already investing more than \$4 million a year towards waterway and marine monitoring programs. The Partnership provides a platform to share and integrate the results from these monitoring programs, in turn creating a more complete picture of waterway and reef health for the region. This will support public confidence that the report card is using the best available independent science.

As a partnership we can deliver more by working together than as individuals. By doing more with the information from existing monitoring programs, redundancies and gaps can be identified to provide better information to the community in a more cost effective way.

Transparent information

Our waterways are a common asset. The community expects that information on the health of waterways will be publicly available and openly and honestly communicated. Report cards are a great way to provide this information to the community in a simple and easy to understand format that everyone can relate to from our time in school.

Without this information, there is a high risk that incomplete information may lead to inaccurate assumptions about waterway health issues.

The partnership aims to minimise uncertainty and conjecture by producing the report card in collaboration with community, industry, tourism, agriculture, research and government to provide a whole-of-catchment to the outer Great Barrier Reef approach to understanding the health of the region.

To ensure the report card is based on the best available information, it will be supported by the Reef Water Quality Protection Plan Independent Science Panel, which will peer review the monitoring design and report card results to ensure public confidence in the results. A common approach across Queensland to report cards will help to ensure that results are interpreted consistently with other programs such as the Gladstone Healthy Harbour Partnership, Fitzroy Partnership for River Health and the Reef Water Quality Protection Plan Reef Report Card.

“By guiding and contributing to the development of the Report Card the partners will bring local knowledge, challenge results that don’t look right, and have the opportunity to understand better the condition and trend of some of our most important environmental assets.”

*Diane Tarte, Chair,
Mackay Whitsunday Healthy Rivers to Reef Partnership*

Image left: courtesy of Reef Catchments

Management of our waterways

The report card will do two things to assist management of the region’s waterways:

1. Report on the stewardship levels across different industries on an annual basis to maintain and improve waterway health (i.e. how effective current management is).
2. Provide a management response from partners which will showcase the work that is currently being undertaken and identify further actions—collectively and individually—that may guide and inform further improvements to waterway health.

Benefits of your investment

The benefits of becoming a partner include access to better information, opportunities for collaboration and opportunities for public recognition and promotion of your corporate social responsibility.

Access to information

- Greater understanding and knowledge of waterway and reef health for the region to inform decision making.
- Awareness of various monitoring programs and results.
- Early information about expected report card results during the process, providing the opportunity to consider the results and be proactive in promoting and reinforcing your organisation’s commitments to best-practice management.
- Ability to build off significant existing monitoring investment from other organisations.

Collaborative opportunities

- Opportunities for networking between organisations with varying missions and objectives to build relationships and share information.
- Sharing in a collective vision and commitment to a common goal of driving the region’s future management for waterway and reef health.
- Opportunity to engage with the community in public events and media.
- Opportunity to nominate as a representative for your industry in governance groups.

Community recognition and promotion

- Recognition as an active participant in delivering a coordinated and complete picture of the health of the region to the local community.
- Clear communication of organisational intent to support nested and integrated reporting of the health of the region, driving future management for the region now and into the future.
- Opportunity for recognition at the annual report card launch and release, including networking, community engagement and media exposure.
- Featuring organisational logo on the Partnership website, report card, and other promotional material.
- Opportunity to proactively promote your involvement and activities within the Partnership to your key stakeholders and build your organisation’s brand within the community.
- Being part of piloting a reporting framework that can be used in other regions.

Importantly, on the global stage, the Partnership demonstrates leadership in the region to deliver on the Reef 2050 Long Term Sustainability Plan and help maintain the Outstanding Universal Value of the Great Barrier Reef World Heritage Area.

“In our region, all members of the partnership are delivering a clear message on the health of the harbour based on scientific evidence.”

*Paul Birch, Chair,
Gladstone Healthy Harbour Partnership*

 <p>Home to Australia’s best beach</p>	 <p>Reef 2050 Plan action</p>	 <p>28 current partners</p>	 <p>25% of Queensland central region sugarcane production</p>
 <p>Independent Science</p>	 <p>3 Major Ports</p>	 <p>Annual report card</p>	 <p>Over 42% of visitors to the GBR</p>
 <p>Integrating more than \$4M worth of monitoring</p>			