



HEALTHY RIVERS TO
REEF PARTNERSHIP
MACKAY-WHITSUNDAY-ISAAC

STRATEGIC PLAN

2022-25

OUR VISION

Working together for healthy rivers and Reef, contributing to a prosperous Mackay-Whitsunday-Isaac region.

OUR PURPOSE

To provide a complete picture of our region's waterway condition and advocate for improved waterway health.

ACKNOWLEDGEMENT OF COUNTRY

The Partnership acknowledges the continuing land and sea country management of the Traditional Owner groups within the Mackay-Whitsunday-Isaac region and Great Barrier Reef whose rich cultures, heritage values, enduring connections, and shared efforts protect the land and Reef for future generations.

PARTNERSHIP OBJECTIVES

As a Partnership, we have identified the following objectives and strategic priorities to achieve our vision and purpose. We will evaluate and track the Partnership's progress towards achieving the priority strategies against the measures of success.

OBJECTIVES	STRATEGIC PRIORITIES	MEASURES OF SUCCESS
1. Engaged partners that collaborate on innovative ideas and actions to improve waterway health.	1.1 Facilitate networking opportunities between partner organisations. 1.2 Regular communication between Partnership staff and partners to foster knowledge sharing and collaboration on regional waterway issues, priorities and actions to improve waterway health. 1.3 Clearly articulate value proposition for current and prospective partners.	<ul style="list-style-type: none"> Partners feel that they are provided with the opportunity to network and collaborate. Increased awareness of the Partnership across partner organisations. Partners can communicate the value of the Partnership to their organisations and prospective partners. They also see value in continuing to support the Partnership.
2. Advocate for investment to increase our understanding of waterway conditions to prioritise and inform decision making.	2.1 Collectively identify and attend opportunities to engage with prospective partners. 2.2 Continue to build awareness and networks with current and prospective partners. 2.3 Produce communication products tailored to current and prospective partners.	<ul style="list-style-type: none"> Partners work together to collectively promote the Partnership to prospective partners. They have the tools to clearly communicate priority investment areas to enable increased monitoring and understanding of our regions waterway condition. Awareness of the Partnership increases with current and prospective partners.
3. Identify, collate, integrate, and analyse existing data from waterway monitoring programs and translate it into understandable messages and stories for the public.	3.1 Improve efficiency in data collation, integration and analysis through data automation and management. 3.2 A robust waterway health report card that is fit for purpose. 3.3 Explore opportunities for sharing waterway science messaging in addition to the waterway health report card.	<ul style="list-style-type: none"> Implementation of a data automation and management system. Increased engagement with the Report Card and other Partnership science communication products. A new opportunity for sharing waterway science messaging is implemented.
4. Celebrate and inspire actions that improve waterway health.	4.1 Identify and share good news stories about regional waterway health. 4.2 Promote action of partners working to improve waterway health.	<ul style="list-style-type: none"> Increase awareness of actions that contribute to improved waterway health across partner organisations and the community. Increased awareness of our partners' actions to improve waterway health through increased engagement with the stewardship magazine.



OUR PARTNERS



JOIN US

The Mackay-Whitsunday-Isaac Healthy Rivers to Reef Partnership is a collaboration between community, Traditional Owners, farmers and fishers, industry, science, tourism, and government who recognise that more can be achieved by working together.

Contact us to find out how to join a leading group of organisations helping to build and shape our community's understanding of waterway health and how we respond.

CONTACT

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PHOTO CREDITS:

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