



HEALTHY RIVERS TO
REEF PARTNERSHIP
MACKAY-WHITSUNDAY-ISAAC

STRATEGIC PLAN

2025-2030

Working together for healthy rivers and Reef

The Mackay–Whitsunday–Isaac Healthy Rivers to Reef Partnership brings together community, industry, Traditional Owners, science and government to protect and improve the health of our waterways.

For more than a decade, the Partnership has provided a trusted, independent picture of regional waterway health—supporting informed decisions, strengthening stewardship, and connecting people to the rivers and Reef that sustain our region.

This Strategic Plan 2025–2030 sets our direction for the next five years, focusing on collaboration, innovation, and action to ensure healthy waterways now and into the future.



Our aim

VISION



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

MISSION



To bring together partners, share knowledge, and support stewardship to protect and improve waterway health.

PURPOSE



To put a local lens on waterway health, share trusted regional data, and inform decision making.



Key Objectives

Our Focus for 2025-2030

We are focused on seven key objectives that will guide our projects, collaborations and impact over the next five years.



COLLABORATE

Enhance the effectiveness and value of the Partnership through coordination, and shared responsibility for improving waterway health.



EMPOWER THROUGH DATA

Provide trusted, transparent, and accessible science and data that tracks long-term change and informs regional decision-making.



INNOVATE

Enhance the Partnership's technical program including using existing monitoring programs to deliver multi-benefits.



PROTECT AND IMPROVE

Support waterway health through science-based management and monitoring, and inspiring community stewardship.



CONNECT

Elevate the Partnership's profile through storytelling, communication, and engagement.



INSPIRE

Build waterway knowledge and inspire an interest in waterway health, STEM and environmental science in youth.



ALIGN

Position the Partnership as a trusted regional leader that attracts sustained investment and aligns with broader Reef initiatives.



Priorities & Outcomes

Our Focus for 2025-2030

We've identified key priorities and outcomes for each objective to help guide our work program and achieve our strategic goals.



COLLABORATE

Enhance the effectiveness and value of the Partnership through coordination, and shared responsibility for improving waterway health.

- Strengthen connectivity between Partners, sectors and programs.
- Support and facilitate collaborative projects including Partner-led stewardship and monitoring.
- Facilitate, or be proactively involved in, relevant working groups, practitioner networks, and cross-sector collaborations.
- Map partner projects and resources to identify areas of alignment, overlap, gaps and opportunity.
- Build an informed and engaged community actively contributing to stewardship.

EMPOWER THROUGH DATA

Provide trusted, transparent, and accessible science and data that tracks long-term change and informs regional decision-making.

- Evolve the Report Card and its accessibility and use to stakeholders.
- Provide relevant data and information to targeted stakeholders and decision-makers.
- Increased use of innovative communication platforms to visually share information.
- Encourage the use of regional data to guide funding and program priorities for waterway improvement.
- Analyse data over time to identify and prioritise data gaps, trends and opportunities for further exploration.

INNOVATE

Enhance the Partnership's technical program including using existing monitoring programs to deliver multi-benefits.

- Strengthen data management and automation.
- Review Program Design, taking an adaptive management approach.
- Identify areas of opportunity for data programs, research, indicators, and monitoring.
- New technologies trialled to collect and produce data - explore innovation areas e.g. eDNA, drone monitoring.



PROTECT & IMPROVE

Support waterway health through science-based management and monitoring, and inspiring community stewardship.

- Support delivery of local waterway and catchment improvement projects in collaboration with Partners and community.
- Support implementation of regional water quality improvement strategies, plans and priorities.
- Build and strengthen Traditional Owner participation in waterway health and monitoring, and cultural connections to waterways.
- Celebrate Partner champions and successes in waterway care.



Priorities & Outcomes

Our Focus for 2025-2030

CONNECT

Elevate the Partnership's profile through storytelling, communication, and engagement.

- Develop and implement a communications strategy reflecting strategic objectives and programs.
- Support and build collaborative programs that engage a range of people and groups; value-add and integrate into current programs.
- Support the ongoing collection and use of Human Dimensions data to better understand and respond to regional values.
- Celebrate and inspire actions that improve waterway health.
- Increase presence in community through involvement in key events.
- Delivery of key event/s that connect community with waterways.

INSPIRE

Deliver targeted programs to build waterway knowledge and inspire an interest in waterway health, STEM and environmental science in youth.

- Evolve and expand school programs and activities.
- Draw on the Partnership network to inspire and encourage youth involvement in STEM.
- Explore potential to embed mentoring and capacity-building frameworks in current programs.
- Support work experience placements and opportunities (including school and university).
- Commitment to support Traditional Owner youth engagement.
- Develop regional university programs, linkages and connections.

ALIGN

Position the Partnership as a trusted regional leader that attracts sustained investment and aligns with broader Reef initiatives.

- Produce and promote a Partnership funding prospectus / value proposition.
- Host regional investor and partner alignment events / activities.
- Strengthen integration with Reef 2050 Plan, Paddock to Reef, Water Quality Improvement Plans and Natural Resource Management programs.
- Strengthen involvement in, and increase value of, the statewide Regional Report Card Partnership Network.
- Support goals of wider Reef Plans and priorities.



Working together

for healthy rivers and Reef

This Strategic Plan is a shared commitment to collaboration, innovation, and action. Together, we can help protect and improve our region's waterways.

LEARN MORE

 www.healthyriverstoreef.org.au

 MWIHR2RP

CONTACT US

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OUR PARTNERS

