



CALPERUM CONNECT

STRATEGIC PLAN



CALPERUM
2030

WELCOME

Welcome to the
Calperum Connect
Strategic Plan

This plan shares
our vision for
Calperum Connect
to 2030



Australian Landscape Trust's Riverland operations centre on the management of pastoral leases, Calperum and neighbouring Taylorville Station. Calperum and Taylorville were purchased with funds from government and private sources, and consequently the deeds were assigned to the Commonwealth Director of National Parks. Austland Services Pty Ltd were contracted to manage the properties until 2014 when they took ownership and independent management of the two pastoral leases.

In 2019, Calperum Connect was created to encompass the growing ecological, education and engagement programs at Calperum Station. The themes of Calperum Connect - Ecology, Education and Engagement - integrate each area of the important work being done.

Calperum Connect is successful and progress is encouraging, but there is still much to do. We find ourselves at a point where creative thinking, wise collaboration and strategic direction is required to achieve the potential that is before us.

Our team have opportunities to embrace the future challenges including upgrading aging infrastructure and growing human and intellectual resources in the coming years. From there, our emerging education and engagement program can flourish, offering new and exciting opportunities on a global scale.

We are proud to deliver the Calperum Connect Strategic Plan and look forward to sharing our vision and mission. Please join us on this exciting journey, as we boldly chart our pathway towards 2030.

Mr Peter E Daly AM
Chair, Australian Landscape Trust



Australian Landscape Trust is a non-profit, PUBLIC GOOD organisation dedicated to supporting the improved management of Australia's natural resources for the benefit of regional communities and the environment

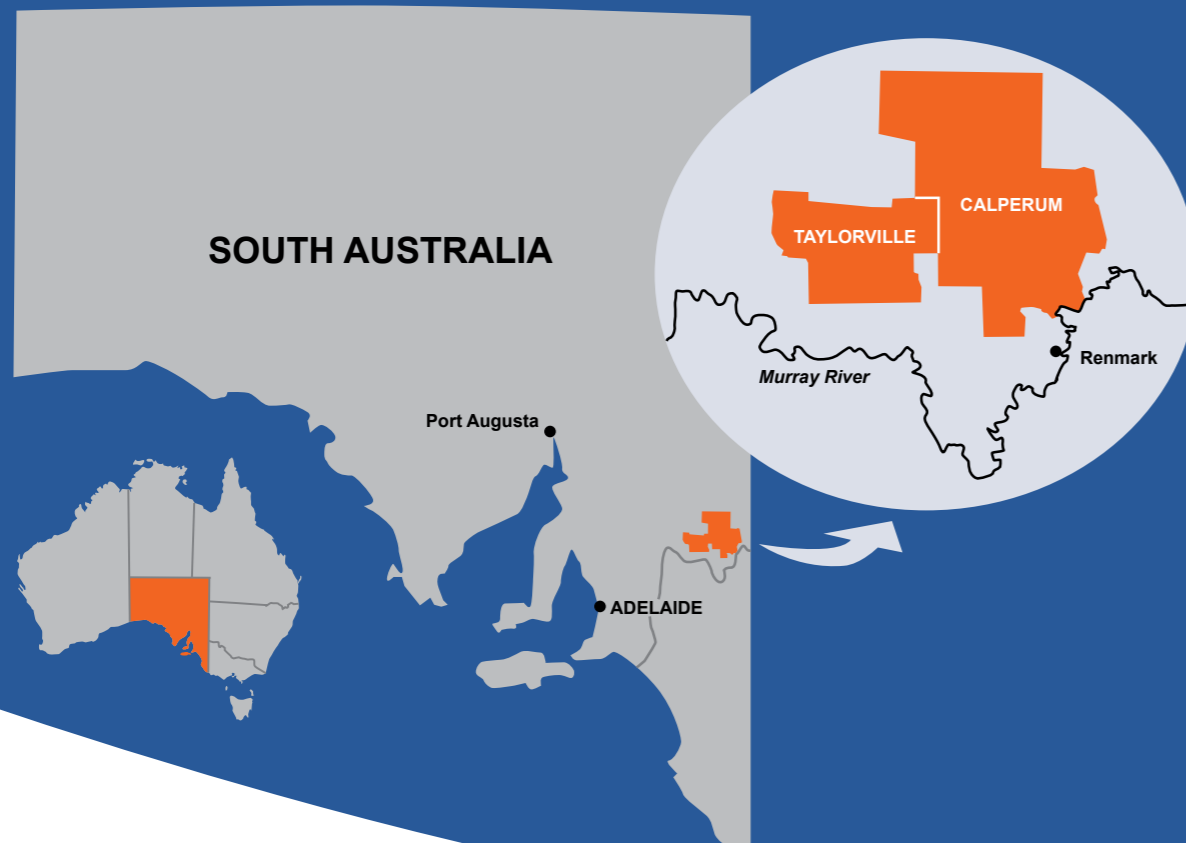
About CALPERUM STATION

Calperum Station is located approximately 15 km from Renmark in the South Australian Riverland region.

Situated on the Murray River, Calperum comprises over 247,000 hectares of land, from the River Murray to deep into the Mallee country.

The Calperum floodplain is considered an internationally significant wetland system and comprises about one third of the Riverland RAMSAR site. Calperum and Taylorville are also critical habitat for threatened mallee birds and support important ecological scientific studies.

Calperum is cared for by a team of Ecologists and Rangers who conduct research and look after the property, along with an education and administration team who provide programs at the station.



About CALPERUM CONNECT

CALPERUM CONNECT aims

to build on Australian Landscape Trust's legacy of advocating wise use of landscapes and best practice land management by



Leading best practice restoration, conservation, research, and water resource management



Delivering exceptional educational programs that provide study pathways to students in the areas of environmental science, ecosystem management and leadership



Achieving organisational resilience through delivery of immersive and engaging programs that connect visitors and guests to Calperum's ecologist and rangers



Providing significant professional and personal development opportunities for our staff and the wider team



Creating meaningful engagement activities, cultural experiences and memorable places that are loved and enjoyed by for tourists, volunteers and the public

Our VISION is

a thriving, healthy and sustainable ecosystem and water resource for future generations

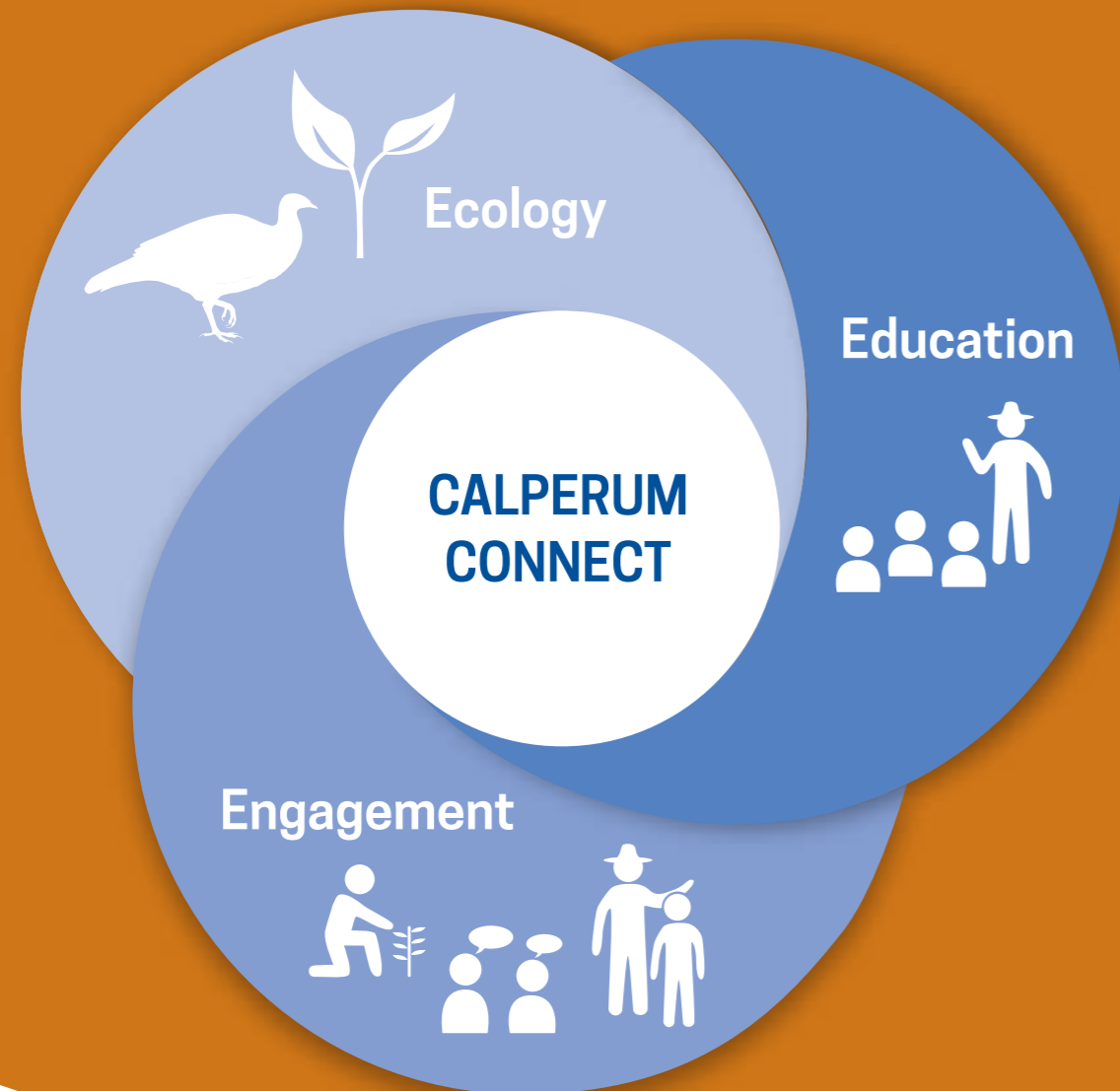
Our MISSION is

to become a world leader in the management of landscapes by delivering highly valued education and engagement experiences that connect with our research and restoration programs



THEMES

These themes create an organisational 'ecosystem' where each theme interacts to support the other and are equally vital to meeting our mission and aims



Calperum Connect brings together 'all we do' at Calperum Station

ECOLOGY

Our team of highly regarded ecologists conduct research, use and share gained knowledge to guide best practice in landscape restoration and ecosystem management.

Programs include CEWO Partnership, Floodplain Restoration, TERN Supersite, Vertebrate Surveys, Tree Health Monitoring, and Malleefowl Studies.



EDUCATION

Our programs are delivered by our team of qualified educators, ecologists and rangers to students of all ages.

Programs include Cert II & III Conservation and Ecosystem Management (VET), Ecology in Action, Indigenous STEM, Health of the River, Camp Calperum, Earthwatch, Outdoor Education Group, Educational Tours and others.

ENGAGEMENT

How we share the message, inspire and bring people along with us.

Activities include Eco-Tourism, Lakes and Floodplain Tour, Culture Meets Ecology Guided Walk, Tourism Partnerships such as The Frames, Houseboat Tours, Murray River Trails, Volunteer Programs, Bespoke events for various organisations, Camping and Accommodation.



OPPORTUNITIES

Education and Training



CAREER PATHWAYS

We have commenced delivery of accredited qualifications from Certificate II to Diploma in Conservation and Ecosystem management, in collaboration with Growsmart Training (highly regarded RTO).

Goal: Refine existing programs to enable greater inclusion across Australia by blending targeted onsite training (3 - 5 day camps) to complete the practical components with facilitated, online theoretical elements.



ECOLOGY IN ACTION

Delivered by qualified ecologists and rangers, students learn in “the best classroom of all” – the outdoors. Learning is based on the real management of Calperum Station and mapped back to school curricula, providing teachers with a unique resource to engage and inspire students.

Goal: Expand beyond South Australian students, and become part of the yearly curriculum, so a student’s education experience grows with each year.



Where culture meets ecology



EDUCATIONAL TOURISM

Tourism that pursues educational (historical, cultural or environmental) elements is a largely untapped asset in our region and, as with all tourism, it supports economic and jobs growth, and infrastructure development. It also evokes a sense of cultural exchange and pride.

Goal: Partner with educational tourism organisations to develop further linkages and pathways to interstate and eventually international educational opportunities.

Case Study: Latitude Group Travel crafts one-of-a-kind, curriculum-linked, seamless educational journeys for progressive schools and tomorrow's future leaders. Focusing on experiential learning, we connect students to meaningful and responsible real-world applications of classroom learning. They have already sent students from an interstate school to Calperum for Ecology in Action study tours. Feedback was extremely positive, and that school has expressed a desire to have an annual trip to Calperum. Latitude is also excited about Calperum becoming one of their destinations when international educational travel resumes and the facilities at Calperum have been further developed.



“Nature-based tourism is one of the fastest growing tourism segments and it is a significant driver of jobs growth, especially in regional communities”

SA Govt, PARKS 25 Strategic Plan



NATURE-BASED TOURISM

A new opportunity for Calperum Connect.

Goal: Complement existing regional, state and national tourism industries by collaborating with tourism operators and special event organisations to provide outstanding nature-based experiences at Calperum for their Riverland visitors.

Goal: Improve existing camping facilities to increase opportunities for low impact, nature-based tourism at Calperum.

Goal: Expand existing programs by including extended nature-based experiences, such as overnight camping/tours to the floodplain and mallee, such as Yubalia pastoral homestead that is an architecturally and historically rich site with interesting educational and interpretive storylines.

Case Study: The Frames - Lakes and Wetland Tour

Unique to our region, The Frames are award-winning retreats providing luxury getaway packages to their clientele, which include interstate and international visitors. In 2021, a partnership between ALT and The Frames developed bespoke tour experiences for visitors that are guided by Calperum ecologists and Indigenous rangers that visits the Calperum floodplain to observe wetland fauna and discuss the ongoing management of this international significant wetland ecosystem. Recent marketing by The Frames to interstate and international audiences, has generated growing interest in anticipation of international borders opening post-Covid.



CORPORATE EVENTS

Goal: Upgrade infrastructure and market bespoke engagement/team building/planning events for corporate and government groups, that includes accommodation, local catering, meeting facilities along with Calperum cultural and nature-based immersion activities.

Case Study: The SA Leaders Institute - Governor's Leadership Foundation

Over 45 visitors spent time at Calperum with our ecologists and invited experts questioning how to manage conflicting priorities for water resources. As part of the event, they also enjoyed a wetland tour with Indigenous rangers, a Welcome to Country and Smoking Ceremony with an Aboriginal Elder, and lunch catered by local businesses. Executive Leaders of have expressed interest in returning annually during their regional visit.



CULTURAL HERITAGE ENGAGEMENT

Steeped in history, Calperum Station has vast cultural heritage from Indigenous through settlement to modern pastoral times. We currently employ and provide career development opportunities to Indigenous rangers and seek to increase community engagement at every opportunity.

Goal: Increase opportunities for the local community to engage in social, educational and business opportunities in collaboration with Calperum Connect.



Knowledge and Restoration



LANDSCAPE RECOVERY PARTNERSHIPS

In collaboration with Federal and State governments and community groups we deliver management that will allow for the recovery of Murray River and Mallee landscapes and the communities that live in them. Existing programs include Living Landscapes, a partnership with government and NGOs, and the Calperum Floodplain Recovery Plan.

Goal: Continue and seek to expand restoration partnerships.



WORLD-CLASS RESEARCH

Our ecologists, along with visiting scientists, are conducting world-class research into landscape management that will influence the way arid landscapes are managed in the future and provide cutting-edge information that is fed directly into the Calperum Connect education program.

Goal: Continue and expand research opportunities at Calperum.

Case Study: Recovery Plan for the Calperum Floodplain

A formal partnership between Calperum and the Commonwealth Environmental Water Office and with collaborations with the Murray & Mallee Landscapes SA Board is delivering on the first five years of a long-term partnership to restore the Calperum floodplain—part of the Riverland Ramsar site. The program is an evidence-based plan which includes ongoing research to ensure that the management delivered is achieving the desired goals. Students and trainees involved in our education programs gain by being intimately involved in the real management and research being undertaken as part of the recovery plan.



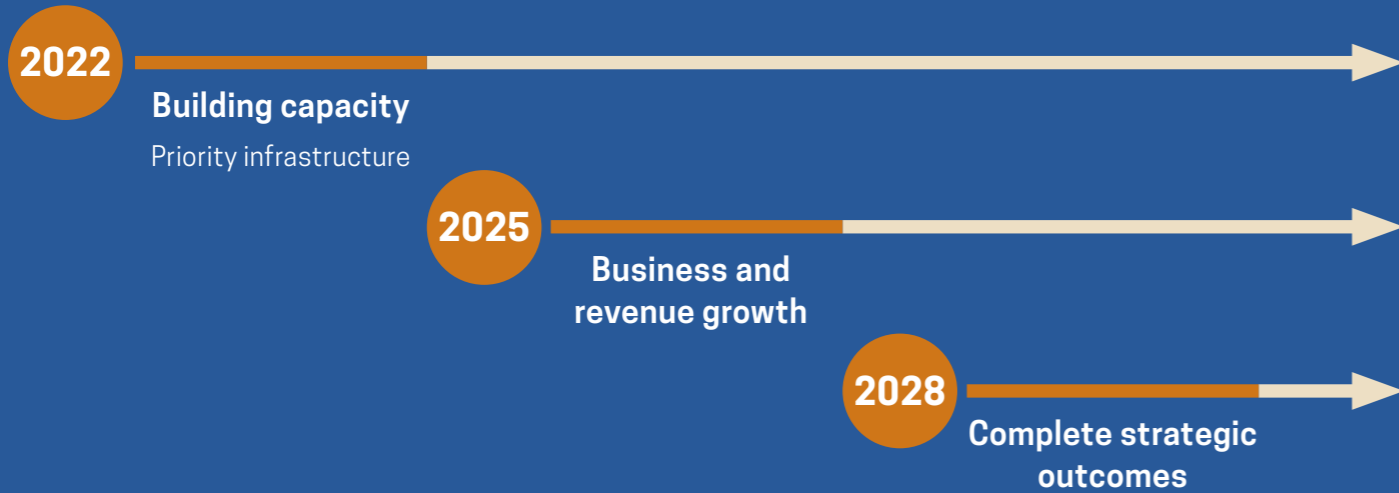
The WAY FORWARD

“ INFRASTRUCTURAL UPGRADES ARE VITAL FOR THE SUCCESS OF THIS PLAN, any significant marketing or promotion of Calperum Connect is counterproductive without fit for purpose, reliable infrastructure. This is why stage 1 of this plan is crucial. ”

ALT Business Development Manager

GROWING OUR FUTURE

Infrastructure, human resources and intellectual product



“ From an architectural perspective there is so much going for the place. I felt a ‘touch the earth lightly’ approach will be the most appropriate. My first impression - corro, galv, timber, rust and dust! Strong connection to the land and country and important to prioritise and celebrate conservation and sustainability in the architecture ”

Calperum Connect Design Architect

‘ Our need will be the real creator ’

Plato

THE FIRST 3

Laying the foundations

PRIORITIES

- Build initial priority infrastructure, without which the capacity to increase/continue current programs is diminished
- Engage and explore new markets
- Maintain current education/training programs and revenue streams
- Maintain research and restoration programs that are the foundations for our education programs



THE NEXT 3

Priority infrastructure in place and market ready

PRIORITIES

- Develop new business plan reflecting our increased capacity
- Market to increase new revenue
- Build human resources in line with growth
- Plan further infrastructure developments (Facilities Masterplan)
- Continue running and developing education, research and restoration programs



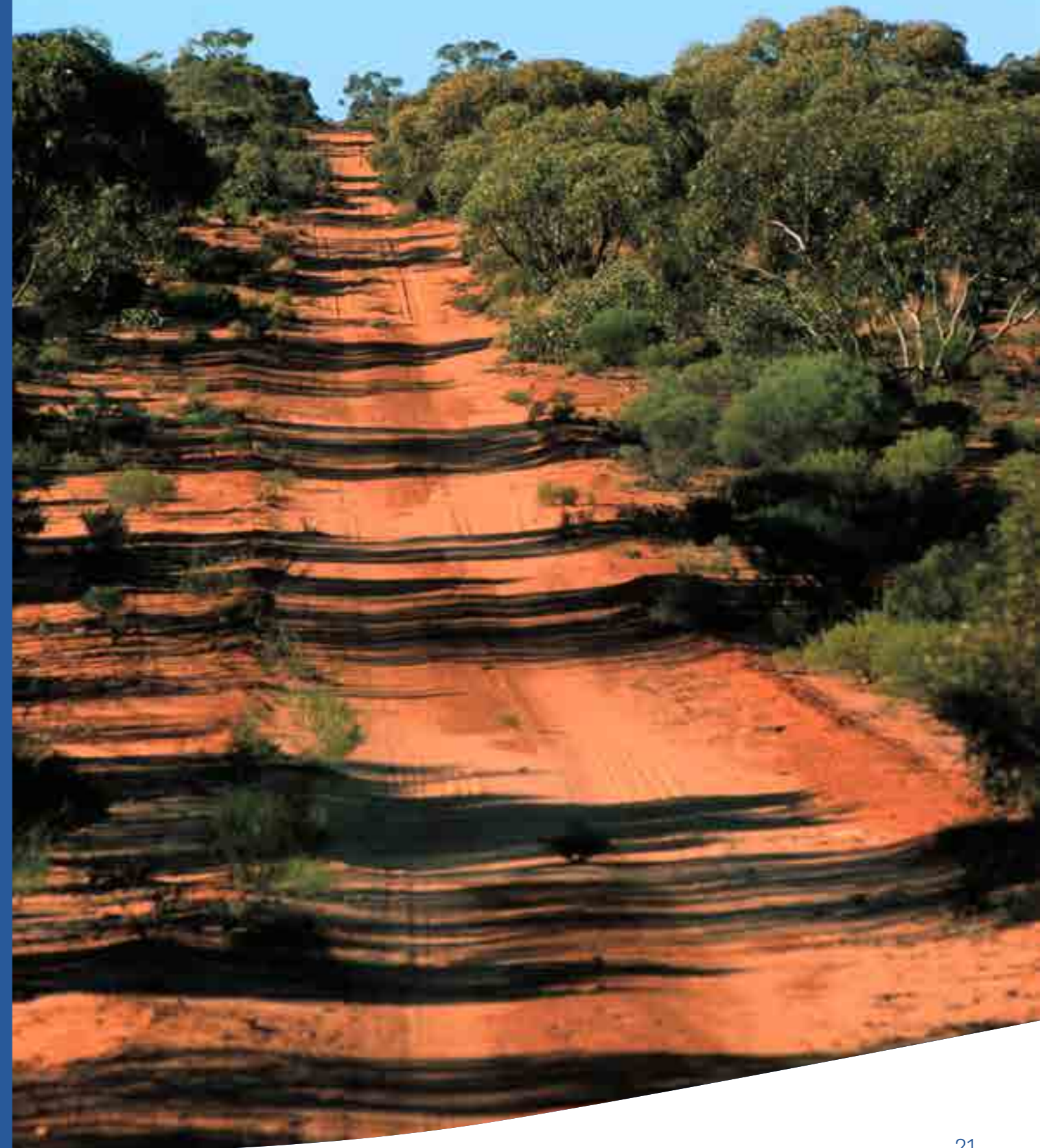
TO 2030 & BEYOND

Achieving strategic outcomes

PRIORITIES

- Continue progressing the Facilities Masterplan
- Develop a refined Calperum Connect Plan reflecting our new potential
- Continue refining and developing education, research and restoration programs

*Acknowledge and celebrate a job well done,
reflect on the outcome and look to the future!*





We hope you have taken the time to look at the many photos in this Strategy. These images have been taken at Calperum Station by employees, friends and visitors (no stock photos).

Although just a sample of the sights and activities at Calperum, we believe they help tell the story of this beautiful place.

We hope you have enjoyed them.

Our Commitment



We will have a clear understanding of our capacity and resources, determine priorities, and involve the right people to achieve our goals



We will embrace opportunity by collaborating and developing relationships with key stakeholders and support their strategic objectives through our success




Our leadership team will let go of processes that no longer serve, and make changes where needed to lead into the future



We will ask critical questions, use data and business acumen to inform our direction and be OK with saying 'no'



We will review the most recent facts and know where we are today, whilst respecting where we were in the past to solve current problems



Growing our future

**Calperum Connect is new,
we are not confined
by past ideas and practices.**

**We will talk to people,
engage stakeholders, and
use past and new data to shape
our future direction.**

**“ This is not the end.
It’s not even
the beginning of the end,
but it is the end of the beginning.**

Churchill



CALPERUM CONNECT
ecology . education . engagement

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