

STRATEGIC PLAN

on a page 2026–2029

Protecting the Wirribi Yaluk (Werribee River) and its waterways
for people, wildlife and future generations.



OUR VISION

A healthy, living Wirribi Yaluk —
protected, restored and loved by the
communities who depend on it.



OUR PURPOSE

We protect the Werribee River
and its waterways for people,
wildlife and future generations.

OUR STRATEGIC PRIORITIES 2026–2029

1



BE THE VOICE OF THE RIVER

Build WRA's role as a trusted,
evidence-based advocate
for the Wirribi Yaluk.

- Advocacy
- Policy influence
- Research & data
- Monitoring
- Communications

2



PROTECT AND RESTORE THE RIVER

Strengthen conservation,
monitoring, habitat restoration
and citizen science across
the catchment.

- Water quality & flows
- Biodiversity & habitat
- On-ground action
- Citizen science

3



CONNECT PEOPLE TO THE RIVER

Grow education, community
programs, events and
nature-based experiences
that deepen public connection.

- Education & youth
- Community engagement
- Recreation & nature access
- Events & storytelling

4



BUILD A SUSTAINABLE WRA

Strengthen governance,
partnerships, funding,
membership and
organisational capability.

- People & skills
- Partnerships
- Fundraising & sustainability
- Governance & systems

HOW WE CREATE CHANGE

AWARENESS

We inform and inspire
people about the
Wirribi Yaluk.



PARTNERSHIP

We work together with
community, Traditional
Custodians, agencies
and government.



ACTION

We take practical
action to protect
and restore the
river and its
catchment.



SUSTAINABILITY

We build the
resources and
resilience to protect
the river for
generations to come.

Every day we connect, advocate, link, champion, steward, care and protect.

INDEPENDENT — COMMUNITY-BASED — SCIENCE-INFORMED — TRANSPARENT