



# FUNDING PROPOSAL: BRINGING NATURE TO YOU

**Victoria is the most ecologically vulnerable state in Australia. Almost a third of our wildlife and half our native plants are threatened with extinction.**

**The Victorian National Parks Association exists to achieve better protection for Victoria's natural places and wildlife.**

**Our vision: Victoria is a place with a diverse and healthy natural environment that is protected, respected and enjoyed by all.**

## INSPIRATION

The COVID-19 pandemic has meant that we have been more isolated from one another and nature than we may have ever been before. Connection to nature is important for the community – for emotional, mental and physical health – especially at stressful times.

COVID-19 and its ongoing impacts means nature conservation is understandably, but unfortunately not the top priority for the community and decision-makers. Therefore the community

needs leadership on nature conservation that is authentic, solution-focused, connects with the heart, leads people on an emotional connection with nature, and appeals to all generations, including younger audiences.

The Victorian National Parks Association (VNPA) would like to deliver a 'bringing nature to you' series of four inspiring videos to increase the community's connection to nature and to inspire people to take action to protect nature in these challenging times.



Shannon Hurley, VNPA's Nature Conservation Campaigner in the Wombat Forest, near Daylesford, which is an area threatened by logging.  
Photo: Sandy Scheltema.

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## OBJECTIVES

- Develop and release a series of video communication pieces to the community that gives them an experience with nature that is heart-centred, hopeful and positive.
- Bring nature to people in a different way, particularly for those who have not been able to get out and experience it recently.
- Engage the community in inspirational ways to get involved in protecting nature.
- Leverage pressure to protect nature at this critical time and remind decision-makers that nature is still important.
- Collaborate with local community groups where appropriate.

## OUTCOME

The intended outcome of this project is to increase the community's connection to nature and increase actions taken to protect nature measured by:

- number of views of videos
- number of likes and shares of videos on social media
- number of campaign actions taken to protect nature

## PROJECT DETAIL

Delivering a 'bringing nature to you' series of four videos over a four-month period, using fresh new video content, youth to camera, and existing collections of photos and videos. The videos will be real, raw, catchy and engaging. We envisage that each video would be 2-4 minutes long.

**Proposed topics for videos (with creative license to evolve) could include:**

- the forgotten forests of Mount Cole, which are threatened by logging and need protection in a national park
- marine rock pool ramble at a Melbourne marine sanctuary
- highlighting a national park and the values of parks
- threatened wildlife focus
- wonders of life in the forest

**Creative content could include:**

- pieces to camera from our youthful and enthusiastic campaigners Shannon and Jordan in the forest, with a tree or explaining how trees talk to each other
- drone footage of Mount Cole which is threatened by logging
- explaining how marine critters survive tough environmental conditions



Shannon Hurley, VNPA's Nature Conservation Campaigner examining the endemic and threatened Mount Cole Grevillea in the Mount Cole forest, near Beaufort, which is an area at risk of logging. Photo: David Tatnall.

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- history of particular national parks and how important parks are for biodiversity protection and human connection
- demonstrating how nature is intertwined with our lives

The final videos will integrate custom activities for encouraging and supporting people and communities to connect with nature such as activities for engaging with nature in backyards and local parks. Videos also aim to build hope in the community for a positive vision for nature, as well as leveraging tactical actions directed at decision makers.

Footage will either need to be created, collected, purchased or come from existing VNPA collections. While field work is constrained under COVID-19 restrictions, video work can still be undertaken if we adhere to the strict protocols we have developed.

## Partnerships

Where appropriate and relevant, we will collaborate with local environment community groups to produce the videos. However please note that due to COVID-19 restrictions, this may not always be possible.

## Distribution channels

The videos will be distributed to the VNPA community, the wider Victorian community via our website, email, social media channels such as Facebook and YouTube and through our connections with the broader environment sector.

Our reach includes:

- VNPA community:
  - 10,000+ direct supporters
  - 10,000+ supporters on social media, which would be supplemented with shares by our followers and targeted face-book advertising
  - 50+ organisational members such as the Victorian Environmental Friends Network and we would encourage them to share videos with their supporter lists
- Outdoor organisations and clubs: VNPA has connections both locally and state-wide
- Environmental education and school curriculum channels: VNPA would seek to share videos through these connections
- Broader environment sector: VNPA partners with many smaller local and regional environment groups as well as large peak environmental organisations and we would encourage our partners to share videos through their networks.



The community sends a message from the beach at Wilsons Promontory National Park. Photo: Andrew North, Cloud9 Photography.

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## PROPOSED TIME FRAME

Once funding is secured we plan to deliver four videos over four months. This timeframe was chosen as:

- we want to respond to the current COVID-19 situation and give audiences a virtual connection to nature at a time when we need to stay home
- four months for production and distribution is realistic given the current issues faced regarding social distancing, safety considerations and the general logistics in organising, filming, editing and releasing supportive complementary actions
- even when COVID-19 restrictions are relaxed, the reality is that many people still do not get out into nature or are able to visit and understand the conservation values of particular areas VNPA is striving to protect.

The engagement provided by these videos will not only support and connect our community through these challenging times but will also will provide benefits for nature conservation going forward. Enhancing our skills and expertise in delivering videos will build the capacity of VNPA to deliver more video content in the future and be part of our communications tool-kit for protecting nature.

## CONTACT US

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## FUNDING OPPORTUNITY

Delivering a 'bringing nature to you' series of four videos will increase the community's connection to nature and increase actions taken to protect nature.

Funding is required for VNPA staff and external consultants to undertake the following:

- script research, writing and editing
- outdoor video capture with specialty equipment, including travel
- video and still collection/purchase
- video production - capture editing and treatment of footage
- strategic design and delivery of communication products through our networks

**The funding required to deliver one video is \$7000. The funding required to deliver four videos is \$28,000.**

**Contributions of any size are welcome. The project is scalable and will begin as soon as we have funding for the first video.**

The Victorian National Parks Association is a registered charity and Deductible Gift Recipient.



Sealers Cove, Wilsons Promontory National Park. Photo: David Neilson.