



Action Project Reference: 12-09

Organisation: Nature Fiji

### Action Project Proposal:

“NFMV 2020-2024 Strategy: Finalise our strategy document and collate all the information to produce a prospectus of the organisation.”

### Who Are NatureFiji?

NatureFiji-MareqetiViti (NFMV) is the membership-based working arm of the Fiji Nature Conservation Trust (FNCT), established in 2007 under the Fiji Charitable Trusts Act.

We are the only voice for Fiji’s forest-based endangered species. Through our advocacy work, we have raised the profile of Fiji’s endangered species locally. Fiji’s notes and coins now showcase Fiji’s endemic and endangered species, and information from our endangered species compendium on our website has been incorporated into the curriculum for Fiji’s primary and secondary schools.

Our vision is a Fiji rich in nature where a diversity of species and habitats are sustained, and future generations are empowered to care for and live in harmony with their natural heritage.

### Mission:

The mission of FNCT is to conserve and restore Fiji's biodiversity and its habitat working together with local communities and partners to value and steward their natural resources. We implement these projects nationally under four pillars:

1. Save Species
2. Conserve and Protect Sites and Habitats
3. Empower People and Communities
4. Build a Strong and Robust Organisation

### **Long Term Aims & Values:**

At NatureFiji-MareqetiViti, we aim to generate enthusiasm and local expertise in all matters associated with wildlife conservation and management through raising the level of conservation and environmental awareness and education. Fiji's children are particularly important as for too long, they have had minimal opportunity to learn of the remarkable natural heritage of our islands and seas. We recognise the key role played by Fiji's indigenous landowners and NatureFiji-MareqetiViti promotes much better understanding and awareness of Fiji's wildlife. We hope to continue to grow an active membership that will assist in conservation projects, wildlife management and island restoration projects.

Our core values revolve around upholding the biological integrity of Fiji's natural heritage, evidence-based advice and leadership. Likewise, we value and respect members, donors, and partners. Since its establishment in 2007, NatureFiji-MareqetiViti (NFMV) has collaborated with the Fiji Ministry of Forestry (MoF) and the National Trust of Fiji (NTF) to become the most active terrestrial biodiversity conservation organization in Fiji, and is responsible for all but one of the active endangered species conservation projects currently being undertaken in Fiji (Fiji Petrel, Fiji Flying Fox, Fiji Mastiff Bat, Fiji Sago Palm, Navua Palm, Red-throated Lorikeet, Yaqaga Crested Iguana, Collared Petrel, Fiji Acropyle).

### **Current Challenges:**

1. Core finance: Since 2012, NFMV has had difficulty with securing consistent funding. The organisation has never been able to afford a full time fundraiser. As the local partner for BirdLife International, NFMV has benefited from their regional funded programs, which, from 2008 to 2016 contributed to 60% of the organisation's core funds. Projects since 2016 have been small grants with limited core funds. While we lost some key personnel after 2016, we have since recruited passionate, dedicated young individuals who developed the new NFMV Strategy 2020 - 2024. However, we still lack the capacity to write proposals for grants that have good core funds.

2. Communications: The sites and species that we choose to run our projects with are usually isolated (communities and sites) and rare or endangered (species), and need consistent interactions and communications. In Fiji, the most far-reaching means of communication is the radio. While we know the messages that we need to send out, we rarely have the time to do this because each staff member is busy managing and reporting on their respective programs. In the recent past, we have had volunteer communication specialists who have sat with members of the team, and through a question and answer session, developed content for media releases, newsbytes for our websites and social media platforms etc. We have found this to be the most effective means of getting content to communicate to our members, donors and partners. We no longer have this capacity for consistent messaging and interaction with our stakeholders. A consistent comment from our volunteers is that we have a lot of stories to tell - but we just don't tell it because we are so focused on our projects. We are not using our technical capacity and all the information we have to its fullest capacity.

At this time of COVID-19 pandemic, securing enough funding for our current programs has been a challenge along with finding donors who are willing to support species-based conservation action. This in turn affects our ability to recruit, delegate and efficiently complete conservation actions that are key to saving species, habitats and the people that live around them.

### **Further Information:**

Typically in the organisation, everyone participates in the process of developing a new strategy. The organisation wants to be able to show this 5-year strategy to potential partners. We would love your assistance to help us plan and document our strategy, which will determine our direction moving forward.

### **Key Research & Discussion Areas:**

**PLANNING, DELIVERY and CONTENT**

- How much work has been done on the development of a strategy already?
- How do you see Nature Fiji achieving their key aims?
- Who are their key target audiences?
- What financial, people and physical resources do they have to deliver their strategy? What do they need, what do they already have and what needs to be developed? What partnerships could they establish to develop their resources to deliver their strategy?
- Can you source any example strategies from similar organisations online to use as inspiration for the development of their strategy? What major components are required in a strategy document?
- In what format is the strategy best presented in? How can this be best shared with the team to inform decision-making policies across the whole team?
- Can you find examples of prospectuses from other organisations?
- What is the purpose of a prospectus?
- What information will you extract from the strategy document to compile into the prospectus? What are the key bits of information that need to be included?
- What are the key deadlines to work towards?
- As an intern, how can you make sure that your contribution to this project has a SMART aim? (specific, measurable, achievable, realistic, tangible)

## **BARRIERS**

- What are the potential barriers to the development of an effective strategy? (e.g. financial, practical, attitudinal)
- What are the potential solutions?

## **EVALUATION**

- What evaluation methods will you use to evaluate your contribution to this project? (e.g. interviews, surveys, focus groups)
- Is your proposed strategy in line with Nature Fiji's core values and mission?
- How will you present and share these results?

## **Useful Links:**

- [Website](#)
- [Facebook](#)

- [Instagram](#)
- [Organisation Profile](#)

## Further Questions

Are there any questions you would like to ask Nature Fiji to assist in completing this project?

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