

STRATEGY 2026 – 2028

The Moreton Bay Foundation



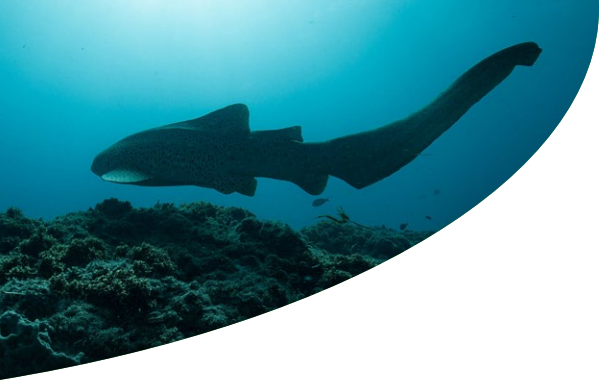


Table of Content

- Welcome 3
- Vision, Purpose 4
- Values 5
- Focus 6
- Goals 7
- Strategy 8
- Impact and Outcome 9





Welcome

Moreton Bay is one of South East Queensland's most important natural assets, supporting significant biodiversity, cultural values, recreation, tourism and the lifestyle of a fast-growing region.

We acknowledge the Quandamooka, Kabi Kabi and Kombumerri peoples as Traditional Owners of the lands and waters of Moreton Bay and its surrounding coasts and waterways. We recognise their enduring connection, care, and management of Country, and the importance of their knowledge and leadership in shaping the Bay's future. We pay our respects to Elders past and present.

Over many years strong science and community effort have built a clear picture of both the Bay's values and the pressures it faces. Governments, Councils, researchers, Traditional Owners, community and industry all play an important role in protecting and restoring the Bay.

This Strategy is written in that context: a system that knows a great deal, is doing many good things, but is also complex, fragmented and under increasing pressure.

The Moreton Bay Foundation exists to help connect this system and to focus attention on outcomes that matter for the long-term health of the Bay. Our role is not to duplicate the work of others, but to bring people, evidence and effort together in ways that strengthen impact, build shared purpose and support action at scale.

This Strategic Plan marks a shift from primarily supporting research and projects, towards a clearer focus on enabling action, alignment and delivery, while continuing to be guided by evidence and partnership. It sets out how The Moreton Bay Foundation will work with researchers, community, governments and partners to help ensure Moreton Bay is healthy and thriving.



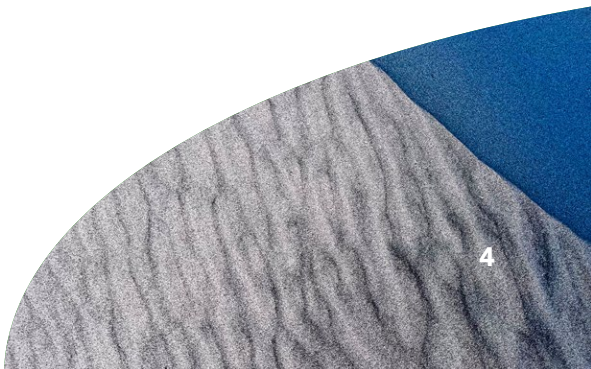


Our Vision

A thriving and healthy Moreton Bay for nature and people.

Our Purpose

To turn knowledge into collaborative action for Moreton Bay.





Values

Our values underpin everything we do. They inform the way we work with our community, our partners and our team.

Independance

TMBF draws on the considerable capabilities of our community to honestly, accurately and openly represent knowledge and challenges facing Moreton Bay. We are independent and non-partisan.

Courage

Moreton Bay faces a range of direct and indirect pressures from human use. We will always stand up, first, for our magnificent coastal and marine environment.

Respect

Our coastal and marine backyard contributes to the lifestyles, and livelihoods, of people in South-east Queensland and further afield. We value and respect the diverse needs, aspirations and knowledge held by all those with whom we work, including Traditional Owners.



Focus

We focus on the single greatest threat to Moreton Bay – *sediment*. It's having impacts on the diverse values of Moreton Bay - from seagrass beds to productive fisheries, to important cultural values for First Nations.





Goals

We deliver on our purpose by raising awareness, building agency and influencing change for the health of Moreton Bay.

We act to raise awareness of the Bay's challenges, connect people and organisations to turn evidence into action, and shape policy, investment and delivery to achieve lasting impact.

Awareness

Raise community and stakeholder awareness about the health of Moreton Bay and the impacts of sedimentation.

Agency

Provide information and tools that support the community to be the voice of the Bay.

Influence

Work with scientists and decision-makers to provide timely evidence-based advice to inform policy and investment.

Viability

Strengthen our financial and operational capacity for sustained impact.

Strategy

Key Area	Core Activities
Communication Communicate evidence & engage the public through targeted mediums and platforms.	• Tell the real story of sedimentation • Activate a strong digital presence. • Deliver an impactful flagship project. • Highlight evolving evidence.
Collaboration Lead and participate in opportunities to work together on making change.	• Work with others to expand reach, knowledge and impact. • Position for a seat at the table. • Celebrate wins and highlight good practice.
Investment Leverage our track record and our founders' commitment to increase donors and investment.	• Secure investment and grow income streams. • Invest in essential organisational activity. • Measure and report our impact.



Impact & Outcome

Our work supports progress towards acheiving our vision for Moreton Bay.

Impact

More people know about the current health of Moreton Bay and what they can do about it.

Impact

The significance of Moreton Bay is valued in decisions and investment to restore the Bay and mitigate future harm.

Long-term Outcome

A thriving and healthy Moreton Bay for nature and people.



www.moretonbayfoundation.org

The Moreton Bay Foundation

