NOOSA BIOSPHERE RESERVE FOUNDATION

2026-2030 Strategic Plan

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unesco Biosphere Reserve

Acknowledgement of Country

The Noosa Biosphere Reserve Foundation respectfully acknowledges the Kabi Kabi Peoples as the Traditional Custodians of the lands, waterways and seas of the Noosa Biosphere Reserve.

We honour their enduring connection to Country, culture, and community, and recognise that they have cared for and nurtured this landscape for tens of thousands of years. Their knowledge, stories, and custodianship continue to guide how we understand and protect this place of natural and cultural significance.

As a Biosphere Reserve dedicated to living in harmony with nature, we recognise the deep wisdom of First Nations stewardship and the importance of listening, learning, and walking together in respect.

We acknowledge the resilience, strength, and leadership of First Nations Peoples and support the aspirations expressed in the Uluru Statement from the Heart, which align with our values of belonging, participation, and collective care for the environment.

We recognise that sovereignty was never ceded, and we pay our deepest respects to Elders past, present and emerging, who carry their wisdom and stories forward.

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Message from the Chair & General Manager

We're pleased to present the Noosa Biosphere Reserve Foundation's Strategic Plan for 2026-2030.

As we approach the twentieth anniversary of UNESCO's designation of Noosa as a Biosphere Reserve in 2027, we are reminded that Biosphere Reserves are not just protected places but learning places for sustainable development. They are living examples of how communities can care for nature while supporting wellbeing, innovation and economic resilience.

The challenges before us are significant. Biodiversity loss, climate change, and increasing pressures on natural systems require thoughtful leadership and evidence-based action. Yet they also present an opportunity to demonstrate how a globally recognised Biosphere can lead through collaboration, education, research and community engagement. The role of the Foundation is to enable, connect and advocate. We work alongside Council, researchers, community groups, businesses and partners to strengthen our collective positive impact on the Biosphere. Central to this is listening, learning and embedding First Nations knowledge and custodianship, which has sustained this landscape for tens of thousands of years.

This Plan outlines five strategic priorities to sustain the long-term health of the Biosphere. It recognises that awareness leads to engagement, engagement leads to participation and participation leads to lasting change. By increasing understanding of what the Biosphere is, why it matters, and how individuals and organisations can contribute, we strengthen our collective capacity to live within our natural limits. I would like to sincerely thank our Board, staff, members, partners and stakeholders who contributed their knowledge, insight and commitment to the development of this plan. Their collaboration reflects the very spirit of the Biosphere model.

Together, we have a responsibility to ensure that the Noosa Biosphere remains healthy, resilient and inspiring for generations to come.

Fiona Berkin - Chair

Anna Macklin - General Manager

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Vision

The Noosa Biosphere Reserve is a globally recognised example of thriving communities living sustainably and in harmony with nature.

Our vision encompasses the land, waterways, and ocean of Noosa Shire, including all coastal and hinterland communities.

We aspire to be a global benchmark in sustainability, extending our impact and influence beyond borders.

Our collection of small communities benefit socially, financially and emotionally from our pursuit of the UNESCO Man and Biosphere goal of living more sustainably and in harmony with nature.

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Purpose

We connect Noosa Biosphere communities with knowledge and resources to improve our ability to live within our natural limits.

Our purpose defines how we will achieve our vision.

Connecting residents, workers, businesses, visitors, traditional custodians, local government and community groups requires broad engagement, constructive collaboration and mindful facilitation.

We build knowledge and awareness of how we can live within our natural limits collectively as a community. We do this together through education, research and connection to specialist organisations, experts and scientific evidence for the benefit of future generations.

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2026-2030 Strategic Priorities

ENGAGE

Increase community awareness, engagement and participation.

Expand awareness campaigns and public activations through diversified marketing and increased stakeholder engagement.

ENABLE

Reaffirm NBRF's role as an enabling organisation with diverse advisory and advocacy capabilities.

Communicate and demonstrate our enabling role and capabilities to all stakeholders.

Embed First Nations knowledge and culture in our activities and mobilise our youth advocates.

ADVANCE

Identify and support more research, sustainable economy and innovation opportunities.

Identify critical gaps in local research and identify ways to support high priority research efforts.

Nurture and showcase sustainable economy and innovation ideas.

THRIVE

Attract investment to ensure the long-term health of the Biosphere.

Leverage the international significance of Biosphere designation and build brand awareness to attract investment from grants, sponsorships, philanthropy and donations.

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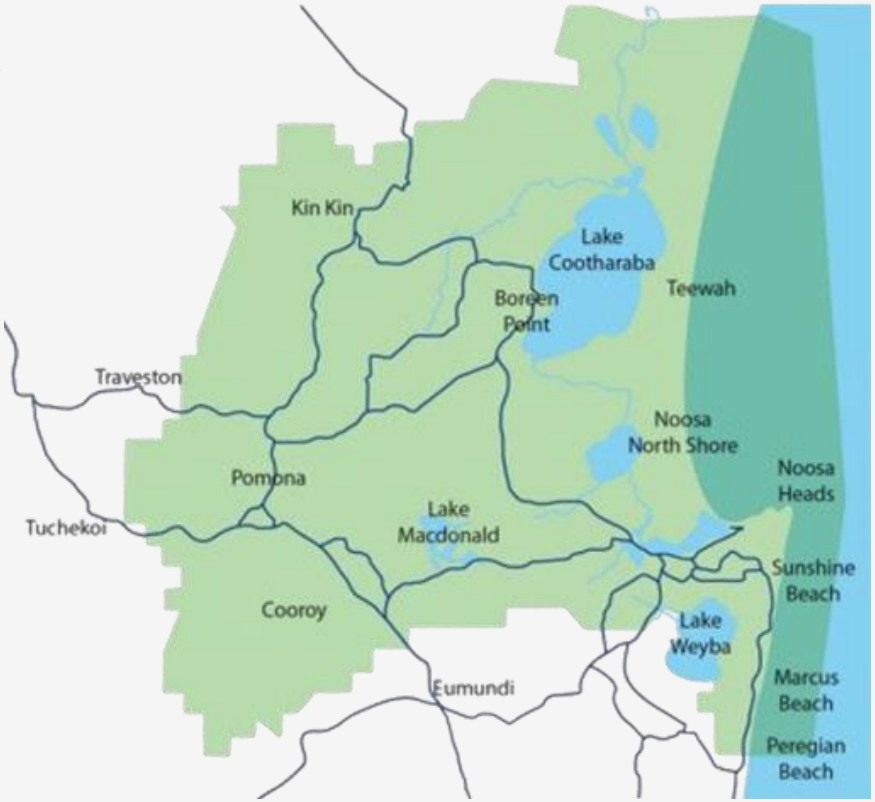
About us

In 2007, Noosa Shire was the first site in Queensland to be awarded UNESCO biosphere reserve status.

The factors that have helped shape the Noosa Biosphere Reserve include its unique natural landscape, social history, cultural traditions, government and regulatory systems as well as its political, social and economic activities. Our community respects the Traditional Owners, the Kabi Kabi people, and works to ensure connection to Country continues to be shared.

The Noosa Biosphere Reserve is the geographical area known as the Noosa Shire, an hour and a half north of Brisbane in Queensland, Australia. It covers approximately 150,000 hectares of freshwater/tidal and terrestrial areas and extends 3km offshore. It is bounded to the north by the Great Sandy Biosphere and the south by the Sunshine Coast Biosphere – the only place in the world with 3 adjoining Biosphere Reserves.



Different to world heritage status or protected lands, biosphere reserves are sites of excellence. They are areas declared by UNESCO as having achieved a notable balance between environmental conservation and sustainable human development.

Biosphere reserve status recognises places around the world with outstanding natural environments, where communities are committed to working together to live sustainably.

There are 738 sites across 134 countries including 5 in Australia.

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