



RESTORATION  
DECADE  
ALLIANCE

## SPONSORSHIP PROSPECTUS 2022



The threatened Kowari (*Dasyuroides byrnei*).

More than 35 Australian animals have become extinct in the last 200 years. Let's prevent further extinctions through actions to protect and restore their habitats.

Image credit: Tali Moyle (2018), [Team Kowari](#).

### Who we are and why we need your support

Australia's ecosystems are in [real trouble](#), and we need to act together to reverse the trend and save our unique animals, plants, waterways, and landscapes.

The Restoration Decade Alliance (the RDA; the Alliance) has been established by the major [restoration organisations](#) in Australia in response to the United Nations' call to action to '**prevent, halt and reverse the degradation of ecosystems on every continent and in every ocean**'.

As our [foundation documents](#) and our list of programs and initiatives (see below) show, our goals are ambitious, so we require substantial sponsorship to help us optimise the restorative efforts of all Australians across the Decade.

We are therefore reaching out to all environmentally aware Australian businesses – as well as our own Members, Partners, and other supporters – to ask you to make whatever contribution you can to help us realise our vision of healthy and resilient Australian ecosystems.



Before



After



**The RDA links small- and large-scale groups restoring degraded ecosystems across Australia to cumulatively attain benefits for humans and the environments in which we live.** Pictured here is the Award-winning (NSW) Marra Creek Waterponding project conducted by Marra Creek Landholders - who have converted over 40k ha of scalded country back to productive native rangelands by installing over 80k waterponds.

## Vision

Across the UN Decade, we envision a substantial reduction in societal impacts upon Australian ecosystems and an increase in their ecological recovery to:

1. Progressively help meet Australia's national and global sustainability goals;
2. Secure the sustained stewardship of our nation's ecosystems, their biodiversity, and the plethora of services that they provide humanity; and,
3. Renew a mutually nurturing relationship between people and nature.

## Mission statement

We aim to further build and strengthen the national movement for ecosystem restoration in Australia and put the nation on track for a sustainable future through:

1. Reinforcing collaboration between members to increasingly conserve and restore Australian ecosystems
2. Promoting public awareness of the UN Decade as a focal opportunity for integrated restorative action and engagement of all sectors of society; and,
3. Communicating and advocating UN Decade aspirations to communities, industry, and governments.

## Sponsorship we are seeking and benefits to your organisation

Any contribution to the RDA's efforts – however large or small – would be highly appreciated and will help us meet our goals. All sponsors would be acknowledged by name as per the table below – and where sponsorship is directed towards a particular project (e.g. webinar, video, guidelines, etc.) the sponsor's name will be included on that project.

Our Activities are listed towards the end of this document. However, we are especially seeking further support to convert the RDA Facilitator position from its current short-term, 4-hour week status to a full-time ongoing position.

This increase in **Facilitator** funding and hours will enable the expansion of RDA initiatives and projects across this Decade to:

1. Manage the RDA's five Working Groups;
2. Initiate and maintain communications with members, and current and potential partners;
3. Grow membership and supporting existing and new members in their collaborations;
4. Increasingly search out and promote restoration initiatives undertaken across the nation or globally to encourage restorative actions;
5. Build an increasingly stronger online presence through the RDA website and our Facebook, Instagram, Twitter, TikTok, and LinkedIn platforms to engage and empower the public;
6. Administer the Alliance database, meetings, records, correspondence and grant writing;
7. Attend conferences and meetings to promote the RDA; and,
8. Undertake new projects (see below section on 'Projects and Initiatives' for current examples).
9. Assist the Executive in positively engaging with policy makers.

## Sponsor benefits

All Sponsors will receive the following benefits, with the level of prominence and degree of exposure increasing according to your Sponsorship tier (See **Table 1**).



Your organisation's logo on the RDA website (and any RDA events/webinars and promotional material), hyperlinked and with acknowledgement of your sponsorship.



Acknowledgement of your organisation's Sponsorship level in a 'thank you' post on the RDA's social media platforms\*, and in every issue of the RDA Newsletter.



Use of the RDA logo, banner, and other graphics for your organisation's website, social media, email signature(s), and promotional material.

\* Facebook, Instagram, Twitter, TikTok, and LinkedIn

**Table 1. Sponsorship tiers** which will govern the prominence and degree of exposure of the name and logos of your organisation.

<b>Major Foundation Sponsor</b>	
One-off or cumulative amounts totaling \$50K or more (1 available)	<b>Platinum</b>
One-off or cumulative amounts totaling \$20 to \$30K (2 available)	<b>Gold</b>
One-off or cumulative amounts totaling \$10K to <\$20 (3 available)	<b>Silver</b>
<b>Enduring Sponsor</b>	
Annual contributions from \$5K to \$10K (5 available)	<b>Platinum</b>
Annual contributions from \$2.5K to \$5K (10 available)	<b>Gold</b>
Annual contributions from \$500 to \$250 (15 available)	<b>Silver</b>
Annual contributions of up to \$500 (20 available)	<b>Bronze</b>
<b>Sponsor</b>	
One-off or total contributions of \$5 to <\$10K (unlimited)	<b>Platinum</b>
One-off or total contributions of \$2.5 to <\$5K (unlimited)	<b>Gold</b>
One-off or total contributions of \$500 to <\$2.5K (unlimited)	<b>Silver</b>
One-off or total contributions of \$300 to <\$500 (unlimited)	<b>Bronze</b>

## RDA projects and initiatives

### WORKING GROUPS:

The RDA Facilitator and the Steering committee are currently running the following Working Groups:

- **Best Practices Working Group** - sharing and promoting best practices drawn from the specialisations of each member organisation;
- **Policy Working Group** - building relationships with decision makers and developing policy statements drawn from member expertise to guide optimal policy settings which foster restorative actions;
- **Targets Working Group** - RDA is in the planning phase for 3 workshops in 2023 to identify Targets for short, medium, and long-term ecosystem restoration undertaken by community, industry, and government. This will culminate in a national forum in Darwin, Sept 2023
- **Communications and Stories Working Group** - promoting, on social media, restorative actions, festivals and arts events, school programs etc, with the goal of building a culture of reverence and celebration of ecosystems and their restoration, and encouraging increased community involvement in everyday sustainable practices; and,
- **Membership Working Group** - expanding the reach of RDA to attract collaboration from any similarly aligned groups as members or partners, further facilitating restoration efforts across Australian lands and waters.
- **Art and Restoration Working Group [PROPOSED]** - strengthening connection between people and our environments by marrying visual and performance art with restoration activities across Australia.

### SPECIAL PROJECTS (asterisk \* denotes that the project is subject to sponsorship):

1. **Restoration targets for Australia** – A series of workshops to identify national restoration targets leading to a national forum on Australia’s restoration plan for the Decade and beyond.
2. **A national RDA newsletter\*** to convey successes across the country.
3. **Engagement of an Indigenous artist\*** to tap into and link Indigenous and non-Indigenous art activities across Australia that highlight ecosystem restoration needs and actions.
4. **Art Award on the theme of “Australia - a Living Map”\*** to fund artists around Australia to create regional performance art events that relate to ecosystem restoration during the Restoration Decade. The purpose is to raise awareness of the role of the many thousands of Australians working in their local nature care groups and inspire further positive creative engagement between communities and our environments.
5. **Showcasing projects - What you can do for the UN Decade!\*** This will be largely targeted to the general public and will create and showcase examples of initiatives that can be taken by communities, organisations, and governments that align with the framework provided by the Restorative Continuum diagram. This will be undertaken in partnership with our member NGOs and governments.

*The below diagram was prepared by the Society for Ecological Restoration and has been adopted by the UN Decade as a basis for their global guidance on what constitutes ‘ecosystem restoration’.*

## THE RESTORATIVE CONTINUUM

Improving biodiversity, ecological integrity,  
and ecosystem services



This project will address an unmet need for clearer guidance on what citizens across Australia can do to support the UN Decade - extending from consumer actions to full ecological restoration as depicted in the Restorative Continuum diagram. These include activities to allow:

- Consumers to identify better choices to reduce carbon footprints in the home, school, workplace, and industries;
- Primary and secondary producers to reduce pollution, land clearing, and degradation of soils and waters;
- Primary and secondary producers, utilities, land and water managers to undertake remediation and rehabilitation of lands and waters under production; and,
- All land managers and property holders to repair ecosystems to benefit biodiversity.

**6. Consumer guidance for the Restoration Decade!\*** This project will explore and promote the range of existing labelling systems to inform consumers of which goods and services have been produced in a restorative manner. Points of investigation include:

- What currently exists? Some examples are: Organic certification; Savory Institute's Land to Market (L2MA); Forest Stewardship Council certification.
- Who is developing additional systems and what are these systems?
- How can the RDA add value to and promote such developments?

**7. Any restoration topics of interest to Member groups or funding partners\*.**

## Evaluation of Programs and initiatives

The Alliance's progress is reviewed at bi-monthly Steering Committee meetings and will be broadly evaluated annually in terms of:

- Number and reach of members and partnerships;
- Number of bi-monthly steering committee meetings, and attendance;
- Facilitator and volunteer hours contributed;
- In-kind contributions, donations, grants or sponsorship gained;
- Social media output, reach and engagements;
- Number of reports and policies prepared and disseminated; and,
- Events attended by RDA representatives.

## Contact Information

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