Vision
We envision a climate resilient future where ocean biodiversity is restored, and socio-economic benefits from the blue economy are equally distributed among communities and stakeholders.

2030 Goal
Full protection of 30% of the world’s ocean

Theory of change
Without a healthy ocean, there is no healthy planet or people. The ocean contains unique biodiversity, provides valuable food resources and is a major sink for anthropogenic carbon. The establishment of equitable and effectively managed Marine Protected Areas (MPAs) is a proven way to restore ocean biodiversity, ecosystem health and related services, generate socio-economic benefits, and reduce and mitigate the impacts of climate change on communities.

Photo credits: Michael Dunning (top) and Sutiporn Somnam (bottom) via Getty Images.
Outcome

1. Increased and improved Ocean Protection:
   We will:
   • Contribute to the Blue Nature Alliance - an ambitious global partnership that collaborates with governments, NGOs, Indigenous peoples, and scientists to advance effective large-scale ocean conservation with the goal to establish 18 million square kilometres of highly protected marine areas by 2025.
   • Promote the conservation of swimways (marine migratory routes) throughout the world and help accelerate the establishment of fully and highly protected marine areas.
   • Advocate for a High Seas Treaty and increase the level of fully and highly protected marine parks in Commonwealth waters.
   • Work with the Western Australian state government to increase the level of protection for state marine parks (e.g. project area Shark Bay).

2. Increase socio-economic benefits of marine conservation:
   We will:
   • Prioritise community engagement and stakeholder consultation for the development of conservation projects.
   • Work to develop innovative financing solutions that generate sustainable revenue for conservation projects while reducing climate-related risks for communities.
   • Support and advocate for effective and sustainable co-management planning and implementation of marine and coastal areas.
   • Promote diversity, inclusion and equitable access to benefits generated through nature-based solutions.

3. Improve conservation monitoring and management
   We will:
   • Enable data-driven conservation by leveraging remote sensing technology to automate and scale the monitoring of ecological health and biodiversity as well as threats.
   • Focus on evidence-based conservation monitoring and evaluation.
   • Share data with governments and policymakers to inform decision making, and with conservationist to improve management and implementation of marine protected areas.