

Magnetic Island (Yunbenun) Community Consortium Partnership Investment Prospectus

(Image: © Beat Lehmann @magneticphotographyaustralia)





The Magnetic Island Community Consortium acknowledges the Wulgurukaba people as the Traditional Owners of Yunbenun (Magnetic Island). We acknowledge their elders, past, present and emerging, We recognize the important role that they play in natural resource management, in particular the unique connection and understanding they have to the island and its waters.

Image: ©Beat Lehmann @magneticphotographyaustralia



The Consortium
Comprises Magnetic
Island Community
Development
Association (MICDA),
Magnetic Island Nature
Care Association (MINCA)
and Arcadia Coast Care
(ACC).

Image: © Reef Ecologic

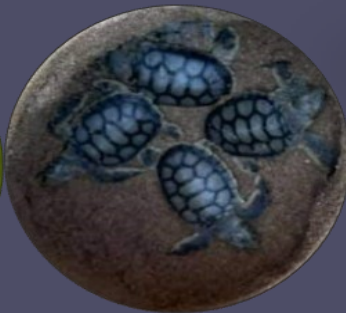
Several small overlapping volunteer groups work within MINCA and MICDA to maintain the island's special qualities. The island's Traditional Owners, the Wulgurukaba, have strong relationships with MICDA, MINCA and ACC and are keen to continue working with all groups.



MICDA has an almost unbroken 40 year record of community activity, much of which focuses on protecting the island's natural, cultural and social values.

MINCA works to ensure that the island's species, habitats and biodiversity are not damaged by human activity, and that development is sustainable and in line with the needs of future generations.

Arcadia Coast Care works in partnership with land managers including Council and Traditional Owners to undertake weed control, restoration works, habitat protection and interpretation.



Together with the Wulgurukaba people, and with the support of the Great Barrier Reef Foundation, the Consortium has the right combination of skills, knowledge, experience, drive and enthusiasm to implement the 'whole-of-island' plan.

The Magnetic Island Community Consortium's vision is to empower groups and individuals to nurture, restore and protect Magnetic Islands' outstanding social, ecological and cultural values for current and future generations.



The aim is to implement actions based on a 'whole-of-island' plan to promote and protect its Great Barrier Reef world heritage values.

Image: ©Beat Lehmann @magneticphotographyaustralia

Magnetic Island is a significant tourism destination, with 290 000 visitors in 2018. 2335 residents are scattered across small settlements in Nelly Bay, Arcadia, Horseshoe Bay, Picnic Bay and West Point.



Image: ©Beat Lehmann @magneticphotographyaustralia

Magnetic Island should be an ecotourism location. It could be a model community where solar power and sustainable water solutions are highlighted. Tourism developments should put environmental management at the forefront. The island should provide a clean, safe and sustainable holiday option for families where a slower way of life and less consumerism are promoted.

Quote from Magnetic Island Resident Survey. (Source: Moscardo, G., & Murphy, L. (2020). *Resident Perspectives on Magnetic Island Tourism Futures*. Report prepared for Tourism Magnetic Island.)



Residents value the island's rich cultural, social and natural values and strong sense of community.

Image: ©Beat Lehmann @magneticphotographyaustralia

Australia and the world is in need of more models of sustainable living and development. Magnetic Island is a unique location with a strong community base that wants to support its future growth but in a manner sensitive to the environment, cultural history and sustainable lifestyle for its residents.

Quote from Magnetic Island Resident Survey. (Source: Moscardo, G., & Murphy, L. (2020). *Resident Perspectives on Magnetic Island Tourism Futures*. Report prepared for Tourism Magnetic Island.)

Some of the world heritage values that are unique to the island occur in unprotected lowlands. Residents are concerned that over time these areas will be reduced.

How do residents feel about living on Magnetic Island?

According to a typical resident respondent:

“I love the island very much but I feel sad for the natural values we have lost”

Key points:

- * Majority love living on Magnetic Island and have specifically chosen to live there
- * Key features that contribute to their Quality of Life are the pristine and unique natural environment (especially the beaches, bays and ocean), small friendly supportive community, the relaxed peaceful laidback lifestyle (i.e. lack of development, crowds and commercialisation).

Excerpt from Magnetic Island Resident Survey. (Source: Moscardo, G., & Murphy, L. (2020). *Resident Perspectives on Magnetic Island Tourism Futures*. Report prepared for Tourism Magnetic Island.)

Image: ©Beat Lehmann @magneticphotographyaustralia

Arcadia means peaceful place, utopia. It's a privilege to live here.

"I came 21 years ago seeking healing and regeneration after illness. Living here where wildlife is abundant, and the tree covered hills are near to the sea is nurturing of spirit mind and body.

Sharing this place with others who live here and visit, and those whose ancestors were here thousands of years before (Wulgurukaba people) means that I need to be aware that nature can't always be left to repair or renew itself after man-made damage or events like cyclones.

I was very fortunate to join forces with Tony O'Malley in 2001 and begin some environmental projects under the name *Geoffrey Bay Coastcare*. I love being involved with this group of volunteers and believe we are honouring the World Heritage Values in Arcadia, as well as those of Magnetic Island.

The light, the colours, the sounds, scents, nature in abundance, friends and community is why I love living in Arcadia. As I said, it's a privilege."

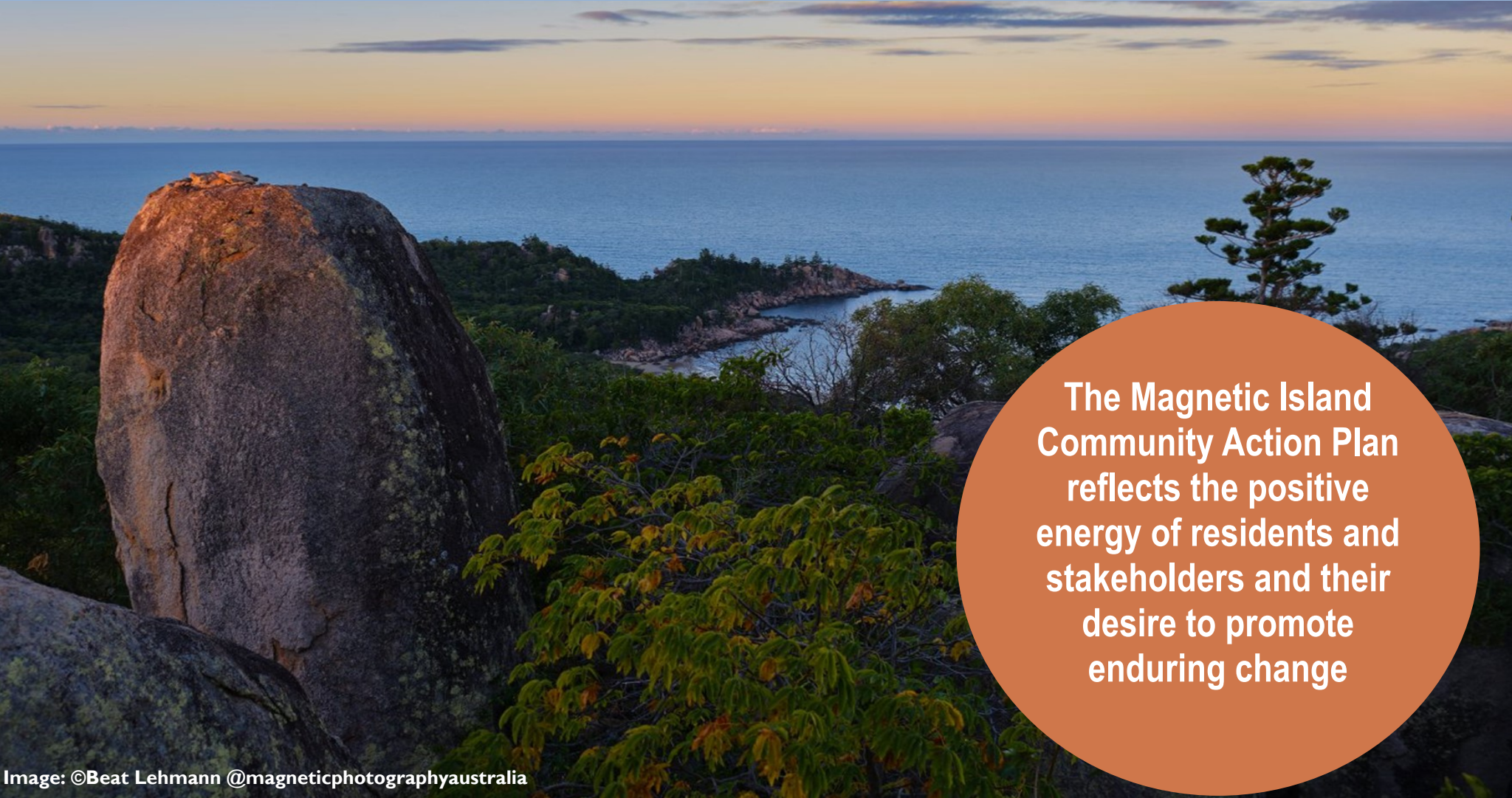
-Vandhana 2019



(Image: © Arcadia Coast Care)

Magnetic Island Community Action Plan

In 2020 residents and stakeholders developed a community action plan comprised of key actions to reduce impacts on the island's world heritage values, and at the same time improve visitor experiences and residents' quality of life.



The Magnetic Island Community Action Plan reflects the positive energy of residents and stakeholders and their desire to promote enduring change

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Community Action Plan outcomes

- **Community involvement in the development of the whole-of-island plan to promote and protect Magnetic Island's world heritage values**
- **Protection and promotion of Wulgurukaba cultural heritage**
- **Enduring partnerships between stakeholders and residents**
- **Co-investment in protection and restoration of world heritage values**
- **Increased residents' and visitors' understanding and appreciation of Great Barrier Reef World heritage values**
- **An enduring stewardship ethos among island residents, visitors and stakeholders.**

Priority Project One: Develop, communicate and implement a community vision and actions for Magnetic Island's world heritage values

Outcome

Enhanced community knowledge, understanding and capacity to restore and protect the island's world heritage values.

Purpose To develop, communicate and implement a community vision for Magnetic Island's world heritage values based on knowledge and understanding of these values and known impacts (positive and negative) on them.

Image: ©Paul Groves

Key tasks/ actions: collate information; organise workshop/s; co-design and implement good practice guidelines; undertake vegetation and fauna mapping and map production; review and document knowledge of world heritage values; produce communication products for all residents and visitors; organise training for weeding, bush regeneration, plant operator awareness training/certification (e.g. slashers, landscapers, tree loppers); targeted communication/negotiations with key stake holders such as significant land holders, Townsville City Council, Queensland Parks and Wildlife Service

Indicative investment required over 3 years: \$190 000 + \$70 000 in-kind support

Priority Project Two: Community partnerships for ecosystem monitoring

Outcomes

Increased community capacity and motivation to protect and care for the island.

Stronger partnerships for stewardship of Magnetic Island's natural, social and cultural values.

Purpose To coordinate ecosystem health monitoring activities across the island which can be undertaken by a diverse range of stakeholders and community members.

Image: ©Paul Groves

Key tasks/ actions: form partnerships group; design and implement citizen science programs including citizen science monitoring of popular snorkel/ dive sites; organise volunteer training for water quality monitoring; ecosystem monitoring; obtain training/information exchange for tourism guides, residents; record and report on numbers participating in citizen science programs; analyse and report on and communicate results; develop detailed action plan and communication plan based on monitoring results; organise regular communication between scientists, managers.

Indicative investment required over 3 years: \$275 000 + \$250 000 in-kind support

Priority Project Three: Traditional Owner aspirations for protection of cultural heritage and economic opportunities on land and sea country

Outcomes

Strengthened TO capacity to co-manage Magnetic Island and waters.
Increased TO opportunities for livelihoods on-country.
Solid TO governance arrangements for Protection of cultural heritage.

Purpose To establish solid governance arrangements/ partnerships to enable Magnetic Island's Traditional Owners to undertake on-country initiatives which promote and strengthen their cultural heritage, provide livelihoods for Traditional Owners and contribute to Great Barrier Reef World Heritage Area protection.

Image: ©Anne Cole

Key tasks/ actions: form partnerships group to coordinate activities; organise and participate in training & business opportunities; undertake native plant propagation; participate in ecosystem rehabilitation and fauna conservation; co-design survey and photo monitoring and database establishment.

Indicative investment required over 3 years: \$290 000 + \$255 000 in-kind support

Priority Project Four: Develop Magnetic Island as a model for community-driven energy alternatives and energy efficiency

Outcomes

Stronger partnerships between government, community and visitors to maximize energy efficiency on Magnetic Island.

Purpose To establish Magnetic Island as a renewable energy show piece.

Image: ©Beat Lehmann @magneticphotographyaustralia

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Key tasks/ actions: form partnerships group; implement social survey; implement workshop to establish community vision; design & implement education/awareness program; offer business & household energy audits; offer incentives & tools; undertake whole-of-Island energy audit

Indicative investment required over 3 years: \$135 000 + \$95 000 in-kind support

Benefits for sponsors



The 'whole-of-island' approach has the potential to be a model for other tropical islands around the world, leading the way in sustainability, cultural history and outstanding natural beauty.

Image: ©Lyubka Simeonova

Sponsors will be able to:

- Be at the cutting edge of innovative sustainable solutions for tropical island wellbeing in Australia and elsewhere;
- Invest in world's best practice for Reef-based citizen science and monitoring;
- Enable collaboration between community groups, government and non-government organisations to foster Great Barrier Reef resilience for the benefit of local and global communities;
- Enable community groups to enhance their capacity to provide services and opportunities for local communities;
- Employ Traditional Owners on-country, enabling them to protect and strengthen their cultural heritage while caring for land and sea country; and
- Have your brand recognised in project materials including media releases, feature articles, promotional events, web materials and social media.

How to contribute

You are invited to contribute through direct and in-kind donations of time, money and expertise.



(Image: © Beat Lehmann @magneticphotographyaustralia)

Investment could be provided as:

- Budget allocations and grants
- Administration of a per capita visitor's fee – a Magnetic Island 'users levee' - collected as people arrive on the island
- Corporate sponsorship or philanthropic donations
- Fee-for-service arrangements
- Volunteer effort—time, expertise, enthusiasm
- Crowd-sourcing

Photo credits

Front cover: Beat Lehmann@magneticphotographyaustralia

Page 1: Beat Lehmann@magneticphotographyaustralia

Page 2: Reef Ecologic

Page 3: Background—Reef Ecologic; Rock Wallaby – Beat Lehmann; Yellow flower – Kapok (*Cochlospermum gillivraei*) – Vandhana; Magnetic Island Dwarf Skink - Eric Vanderduys; Koalas - Beat Lehmann; Soft coral—Paul Groves; Endemic pink coral *Nephtyigorgia sp.* - Katharina Fabricius; Flat-back turtle hatchlings – Paul Groves; Pink flower (*Tephrosia sp.*) – Donald Simpson.

Page 4: Beat Lehmann@magneticphotographyaustralia

Pages 5, 6, 7: Beat Lehmann@magneticphotographyaustralia

Page 8: Arcadia Coast Care

Pages 9, 10: Beat Lehmann@magneticphotographyaustralia

Pages 11 & 12: Paul Groves

Page 13: Anne Cole

Page 14: Beat Lehmann@magneticphotographyaustralia

Page 15: Lyubka Simeonova

Page 16: Beat Lehmann@magneticphotographyaustralia

Back Page: Beat Lehmann@magneticphotographyaustralia

To find out more about our Community Action Plan visit: <https://arcg.is/IK4Hvu0>

For more information about how to help us, contact: MICommunityconsortium@gmail.com