

Growing Australia's Nature Economy acknowledges the Traditional Owners of the lands, waters and seas on which we live and work, and recognises their enduring connection to Country, culture and community. We pay our respects to Elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples.

A Declaration for Australia's Nature Economy

Australia has an opportunity no other nation has

We can build a nature economy of global significance. One that restores land, water and biodiversity while creating jobs, attracting investment, strengthening regional communities and leaving the environment in better condition for future generations.

That future is already taking shape

Across Australia, farmers, graziers, Traditional Owners, scientists, conservationists, project developers, investors, volunteers, businesses, philanthropists and governments are proving that restoring nature is not simply an environmental responsibility. It is productive work that can strengthen communities, support agriculture, attract private capital and create lasting prosperity.

Australia's nature economy is bigger than environmental markets

Markets have an important role to play by directing private investment towards environmental restoration. But they are only one part of a broader national effort that also depends on science, Indigenous knowledge, government investment, philanthropy, conservation, regulation and community action.

None of these efforts compete with one another — together, they create the foundations of a stronger Australia

One where environmental stewardship and economic prosperity reinforce one another.

One where regional communities share in new opportunities. One where the natural environment is recognised as one of our nation's greatest long-term assets.

No single organisation will build that future

It will be built by people and organisations choosing to work together, recognising that partnership achieves more than division and practical solutions achieve more than ideological arguments.

That is why GANE exists.

To connect people already doing this work. To build confidence in Australia's nature economy. To champion practical solutions that deliver real outcomes. And to help more Australians become part of one of the greatest opportunities our country has.

Our shared principles

By joining GANE, we commit to these principles.

Nature and prosperity belong together.

We recognise that restoring nature and building a stronger economy are not competing objectives. Australia's future depends on achieving both.

Evidence should guide decisions.

We support policies, projects and investment grounded in science, informed by Indigenous knowledge, measured by outcomes and strengthened through continuous improvement.

Partnership delivers better outcomes than polarisation.

We seek common ground wherever it exists. We bring together people with different experiences, perspectives and expertise because lasting progress is built through collaboration.

Integrity earns trust.

We support transparent, credible and accountable environmental markets and conservation initiatives that deliver genuine benefits for nature, communities and investors.

Regional Australia should share in the opportunity.

The people who care for Australia's landscapes should also share in the jobs, investment and prosperity created by restoring them.

Every contribution matters.

Markets are an important part of Australia's nature economy, but they are not the only part. Governments, philanthropy, conservation organisations, volunteers, scientists, communities and businesses all have an essential role to play.

Success is measured by what changes on the ground.

Healthier landscapes. Stronger regional communities. More resilient ecosystems. Greater private and public investment in nature. A country handed to the next generation in better condition than we inherited it.

Australia's carbon and nature projects are already putting real money into regional towns. We back the farmers, graziers and Traditional Owners making it happen.

Join us.

What GANE does

GANE exists to make the case for Australia's nature economy — publicly, confidently and with the people doing the work at the centre.

It does this in five ways.

BACK THE VOICES OF PEOPLE LIVING AND WORKING ON THE LAND

The people doing this work — on country, in the lab, in the boardroom and in the paddock — are building Australia's nature economy in real time. The story of what is working belongs to them. GANE creates the platform for it to be heard: in media, in policy rooms, in front of decision-makers, and with the wider public.

SHOW THE NATURE ECONOMY IN ACTION

The projects, places and people delivering measurable outcomes for nature, climate, landholders and communities matter more than abstract debate. GANE puts real examples in public view: what is working, where, and why it matters. We focus on stories that are credible, durable and worth learning from — because what is happening on the ground is what matters.

CHAMPION THE NATURE ECONOMY

GANE advocates in its own voice, backed by signatories, based on evidence and amplifying the voices of people doing the work.

GROW THE COALITION

Farmers, graziers, conservation groups, project developers, investors, philanthropists and practitioners are busy and dedicated. GANE builds recognition that this is a connected community with shared interests, shared challenges and a shared stake in getting it right. GANE provides the structure, visibility and common purpose.

LEARN AND GET ON WITH IT

GANE creates space for the hard conversations: what worked, what didn't, what changed, and what others can learn from it. No problem needs to be solved twice.

What sign-on means

Signing means standing publicly behind the idea that Australia's nature economy has a critical role to play in repairing nature, reducing emissions and rewarding those doing the work. Signing confirms you support GANE's direction of travel. It does not bind you to every action GANE takes, or to other signatories' conduct. GANE retains editorial control over what is amplified, and which fights are picked at which time.

What GANE is — and isn't

A platform, not a representative body. GANE does not speak for individual signatories on their commercial, regulatory or political interests. GANE speaks for the shared case for Australia's nature economy.

Collaborative, not exclusive. GANE creates a collaborative space for participants and advocates to work together towards a thriving nature economy.

Evidence-led, not ideological. We welcome debate and scrutiny. But where the evidence is clear, we will say so. False balance does not serve nature, climate or the public conversation.

As a signatory, you bring

Standing publicly with GANE and with what it does. You also agree to:

- Bring something real: voice, expertise, networks, projects, evidence, capital or influence.
- Advocate for Australia's nature economy and the work you are part of, in your own voice.
- Engage with GANE in good faith.
- Be open about your interests and objectives.

What GANE brings

In turn, GANE:

- **Backs the nature economy:** into the public conversation, into media, into the rooms where decisions are made.
- **Has the hard discussions:** where what is working, what is not, and what others can learn gets aired honestly.
- **Shows the work:** projects, places and people that demonstrate what the nature economy delivers.
- **Grows the community:** proximity to others doing credible work, and a meeting point that builds over time.
- Does not use your name or organisation's name in specific campaign assets, joint statements or quoted endorsements without your sign-off.
- Applies the Charter consistently, including to founders.

Sign on

**The question is not whether it exists.
The question is whether we will help it grow.**

To become a GANE supporter and sign onto our charter, reach out to us at comms-gane@gane.com.au