



**Your Yarra,
Healthy
Protected
Loved**



ABOUT US

The Yarra Riverkeeper Association (YRKA) is a for-purpose, apolitical grass-roots organisation. As part of the international Waterkeeper Alliance, we work closely with local communities, traditional owners, businesses and government at all levels to advocate for the health of the Yarra, Birrarung.

The river has always is and always has been a source of life, sustenance and spiritual significance. Today, it lies at the heart of our larger community's identity, providing nourishment to those living well beyond its far-reaching tributaries. From source to sea, the Yarra's pulse permeates our relationships with not just the natural ecosystems it supports, but also with one another.

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Our mission is to play our part in a worldwide network, building resilience into your our river systems, supporting strong biodiversity and connecting communities with this ancient source of life.

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YOUR RIVER

Home to the Wurundjeri and Boon Wurrung people, the Yarra is known as Birrarung – river of mists and shadows. Walking along its banks in early morning, witness these timeless mists enshroud the crooked but proud eucalypts that extend their branches across the silken river below

The Yarra supports life and promotes wellbeing along its
242 kms
journey from source to sea

70%

of Melbourne's drinking water comes from this rich source of life.



the river's

24

tributaries stretch

4,000

square kilometres like the arteries and veins of a sleeping giant.



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Since my childhood, Rivers have had a strong presence in my upbringing and surrounding landscapes. How incredible are the many adventures we have had in them?

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**KARIN
TRAGER
CEO**

I am proud of Yarra Riverkeeper Association's progress over the last few years, connecting to the community while raising its public profile. Thanks to each fundraiser, donation, sponsorship and in-kind contribution, we have been able to bring dynamic campaigns and programs to support the River's health. Now is more important than ever to support environmental regeneration, and what best way to do it than joining our journey. We are in an exciting development time, and we can't wait to see your Yarra, healthy, protected and loved.

Working to protect a river such as the Yarra/ Birrarung is an immense honour and privilege, and I would like to invite you to join us in this mission. Your support will allow us to keep doing the great work, advocating for your Yarra and its tributaries. **Together, we can create positive change!**

A woman with red hair, wearing a blue top and light-colored pants, is sitting on a log by a river. She is smiling and looking towards the camera. The background shows a river with some greenery on the banks.

CHARLOTTE STERRETT Riverkeeper

Photo: Bill McAuley

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This work is not possible without the dedication, passion, and commitment of our donors, supporters and sponsors. We thank you for your generous contributions!

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We are delighted that you could explore ways to support the Yarra Riverkeeper Association (YRKA) to help us achieve our mission of a healthy, protected, and loved Yarra/Birrarung.

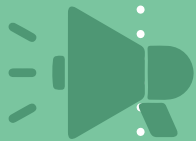
We're passionate and people-driven, seeking to support and work with Traditional Owners in protecting the river and its catchment. We work with many other groups that love the river. Most of all, we tell the many stories of the river so that Melbourne's communities love the river and ensure it is healthy and protected.

As Melbourne's population grows and the climate crisis worsens, the Yarra/Birrarung is coming under increasing environmental pressure, pollution, and habitat fragmentation. **Riverkeepers are vital to keeping the Yarra/Birrarung healthy. Join us in our mission today!**

OUR APPROACH

..... YRKA's programs set out to achieve a variety of outcomes, but our foundational approaches include the below:

Advocacy



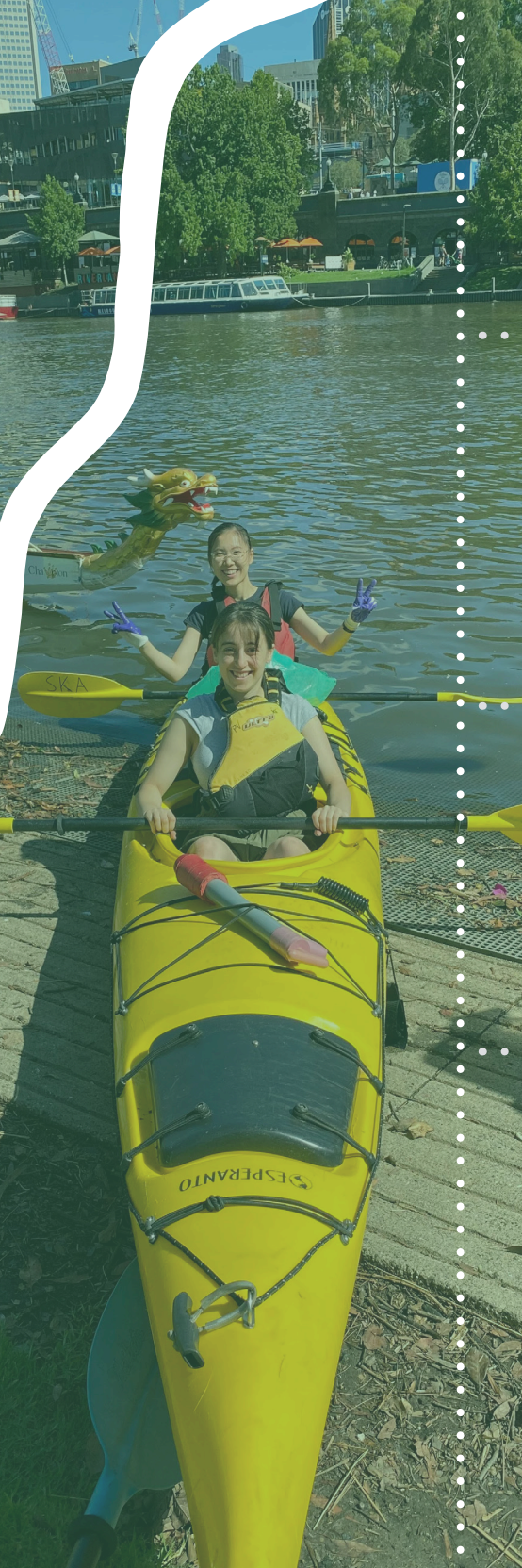
From research reports through to large-scale campaigns, we lobby and work with government at all levels to ensure the health of the Yarra is prioritised by those who represent us. **Advocacy is our core.**

Ecological regeneration



Stretching 242 kilometres from its source to the mouth of the bay, the Yarra is under significant pressure from things such as urban development and climate change. From revegetation to advocacy, YRKA has a range of projects to combat these threats.





• • • • Litter

We have a proactive strategy for reducing pollution within our waterways, balancing research activities with litter management. Over 2,000 volunteers have so far collected more than 10,000 kilograms of litter under these programs.

• • • • Education

Spreading awareness is core to our approach. We deliver talks and programs across schools, business, government and community groups, giving people pathways to make an impact on their local area.

• • • • Citizen science

Those with an eye for details can support us in our monitoring activities, which are vital for our ability to effectively advocate for the health of the Yarra, and its flora and fauna.

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**Natural wonders
need protection. The
Yarra Riverkeepers
play a fundamental
role...**

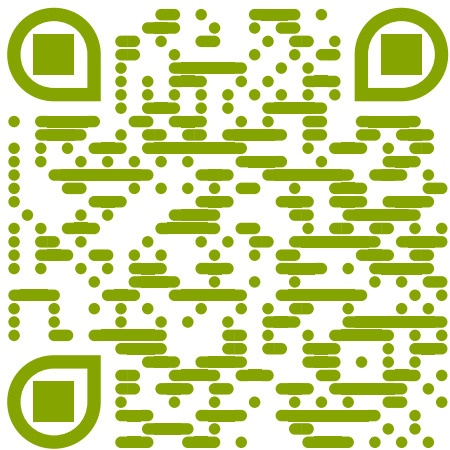
**But we can't do it
without your help**

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Business Partnership

A partnership with Yarra Riverkeeper Association (YRKA) provides benefits to your organisation and team, as well as your local community, the river Melbourne relies on, and the natural ecosystems it supports.



QR CODE to
Plastic Paddle Video

What can this look like?

Our different tiered partnerships are listed on the next page, but to see how a partnership can take different shapes, check out the below Yarra Plastic Paddle video. Supported by Ecosa, this fun event gave people a chance to connect with the Yarra and better understand the importance of keeping it free from pollution.

Your support can take many shapes, such as sponsoring and taking part in events like the Yarra Plastic Paddle, through to helping us in our advocacy initiatives.

Fostering value within your organisation

From a Start-up membership showing stakeholders your support for our work, through to embedding your relationship with YRKA into your business goals and operations, our Business Partnership Program helps your business live its values. Creating stronger community connections and shared approaches to the health of our environment is a powerful way to further enrich the lives of those within your teams.

For us, your membership in this program is vital in helping develop and grow our strategies and programs – accelerating and growing the regeneration and sustainable future of the Yarra.



1

Growling Grass Frog

Start-up Business Partnership

Your contribution is vital to the continuation of our advocacy and restoration work.

Contributions

- 👉 \$250 annual membership for organisations with under \$1m annual revenue
- 👉 \$500 annual membership for larger enterprises with over \$1m revenue

Benefits

- 👉 A 'YRKA Growling Grass Frog' icon and description for your website and communications.
- 👉 A clear demonstration to your team and stakeholders that they are part of your business's commitment to the ecological health and restoration of the Yarra.
- 👉 Participation in our community and corporate events.



2

Leadbeater Possum



Intermediate business partnership

Delve a little deeper with your support through our Intermediate Business Partnerships




Contributions

We can work closely with you to shape what your contributions can look like.

The base annual member rate and:

-  In-kind support and resources
-  Optional contributions under \$10,000 AUD

Additional value from this tier includes:

-  A 'YRKA Leadbeater Possum icon and description for your website and communications.
-  Your teams can work closely with us on a range of activities, such as event collaborations.
-  Participation in our community and corporate events.



3

Platypus

Enterprise business partnership

Delve a little deeper with your support through our Intermediate Business Partnerships

Contributions

We can work closely with you to shape what your contributions can look like.

- 👉 Make a significant contribution to the future health of our waterways and communities.
- 👉 Annual membership of \$10,000 AUD of value through in-kind and financial contributions.

Additional value from this tier includes:

- 👉 A 'YRKA Platypus' icon and description for your website and communications.
- 👉 Boat tours for key business representations.
- 👉 Private corporate day invitations.
- 👉 River care toolkits and ambassador program to embed river care in your organisation.
- 👉 Play an integral role in helping to shape approaches to the regeneration and sustainable





Yarrariver.org.au