

# **Business Model and Funding Options for the K’gari Biosecurity Strategy**

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Developed by Butchulla Aboriginal Corporation RNTBC  
with the support of the K’gari Biosecurity Advisory Group

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## Introduction

The need for funding to support the delivery of the K'gari Biosecurity Strategy<sup>1</sup> is a compelling one.

Invasive weeds, pests, and diseases constitute a major, growing threat to biodiversity, food security, and human health, with global economic damages exceeding \$423 billion annually. They are a leading cause of global plant and animal extinctions, involved in 60% of recorded cases. In Australia, these threats cost the economy over \$25 billion annually in lost agricultural production and management costs alone.

However, while Australian biosecurity efforts to protect our primary industries are world class, environmental biosecurity does not currently afford the same levels of protection to our natural environment. Management of exotic pests and pathogens once they establish in native ecosystems is challenging, requiring long-term commitments to reduce the impacts.

K'gari's natural boundaries are an insufficient barrier to the introduction of pest, weed and exotic pathogen species, with a range of natural and anthropogenic pathways creating risk. With no coordinated, tenure-blind biosecurity system in place, over 200 species of plants and animals have already established on K'gari. These include feral cats (*Felis catus*), cane toads (*Rhinella marina*), platys (*Xiphophorus maculatus*), mosquito fish (*Gambusia affinis*), coastal brown ants (*Pheidole megacephala*), pandanus leafhopper (*Jamella australiae*), bitou bush (*Chrysanthemoides monilifera*) and crab's eye creeper (*Abrus precatorius subsp. africanus*).

Myrtle rust, caused by the exotic rust fungus *Austropuccinia psidii*, is one of the most recent examples where impacts in native ecosystems are extensive, with more than 20 native plant species at risk of extinction and plant communities altered in rainforests along the east coast of Australia (Fensham et al. 2021, Stevenson et al. 2023, Pegg et al. 2017). Long-term and complex breeding strategies are needed to rescue and reestablish species, requiring expertise across a range of disciplines to ensure some level of success.

With the recent identification of tilapia (*Oreochromis mossambicus*), currently confined to private tenure on the west coast, and the dieback pathogen *Phytophthora heveae*, the island is teetering on edge of its own biosecurity crisis. Threats such as yellow crazy ants, listed as one of the top 100 worst invasive species by the IUCN and the Global Invasive Species Database, are located nearby at Booral, Hervey Bay (adjacent to the River Heads barge crossing). *Phytophthora cinnamomi* is widely distributed in Australia (Burgess et al. 2021) and, without specific biosecurity strategies, could be easily spread to K'gari on vehicles, construction materials or visitor footwear. Once established, there is currently no way to eradicate *Phytophthora cinnamomi* (NSW National Parks and Wildlife Service, 2026).

In the absence of a significant and coordinated biosecurity strategy, K'gari faces widespread ecological impacts from invasive species across its universally recognised ecosystems (i.e. perched lakes, heath, rainforest and fens) over the next twenty years (Raymond and Firn, 2025). However, if a coordinated biosecurity strategy was implemented, this risk could be greatly reduced, by a minimum of 36% for perched lakes, and up to 77% for K'gari's rainforests (Raymond and Firn, 2025).

Failing to invest in environmental biosecurity is a false economy. It leaves an ever-growing debt for future generations to pay. If not prevented, then once allowed to enter and establish, invasive weeds, pests and diseases cost considerably more to manage. Investment is required across the biosecurity continuum – prevention, eradication and/or containment and long-term management. Without this investment the

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<sup>1</sup> The K'gari Biosecurity Strategy and associated documents are the outputs of a collaborative stakeholder advisory group and are not currently Queensland or Australian Government-endorsed policy documents.

impact on natural and cultural values in areas of national and international heritage and conservation value are vulnerable to irreversible damage.

#### **CASE STUDY: LORD HOWE ISLAND BIOSECURITY STRATEGY – INVESTING IN THE FUTURE OF A WORLD HERITAGE-LISTED PROPERTY**

The implementation of the Lord Howe Island Biosecurity Strategy, anchored by the Rodent Eradication Project (REP), has triggered an ecological renaissance across the island, enabling the recovery of more than 30 threatened species including the Lord Howe Woodhen, Black-winged petrel, Lord Howe wood-feeding cockroach (presumed extinct for 80 years), the Lord Howe Island Phasmid (the world’s rarest insect) and Critically-endangered Little Mountain Palm.

In 2022, the NSW Government committed \$32.9 million over four years to enhance and maintain biosecurity operations. This funding supports quarantine programs, including detector dogs and inspections of arriving boats and planes. It also funds upgrades to rat-prevention infrastructure and systems for visitor and supply pathways.

The REP is a major component of the island's biosecurity story. With an estimated cost of \$15.5 million, the eradication program required capital investment of approximately \$10.6 million. Ongoing rodent detection and quarantine costs following the REP were then estimated at \$30,000 per year.

In addition to the REP, between 2004 and 2014, \$6.4 million was invested in the island’s Weed Eradication Program (WEP) for priority invasive weeds.

Taking a longer-term outlook, the total cost for eradicating rats and mice and maintaining the island's biosecurity status over a decade has been estimated to be approximately \$25 million.

The initiative is jointly supported by the Lord Howe Island Board, the Australian Government’s National Landcare Programme, and the NSW Government’s Environmental Trust.

Sources: *Lord Howe Island Board (2025), NSW Government Environment & Heritage, Invasives.org.au (2022).*

On the edge of an existential biodiversity crisis that threatens the essential ecosystem services on which we all rely, ‘doing nothing’ to reduce environmental biosecurity threats to globally significant areas like K’gari (and other high value conservation areas), is no longer an acceptable option. Put simply, we cannot afford not to invest in environmental biosecurity.

## **Valuing K’gari**

Data on K’gari’s social, economic and environmental value is scarce.

In 2008, Gillespie and BDA Economics found that after the Great Barrier Reef (which was not assessed), “The Wet Tropics of Queensland and the Sydney Opera House are the two most significant WHAs in terms of economic impact. The Tasmanian Wilderness, Royal Exhibition Building and Carlton Gardens, Fraser Island [K’gari]<sup>2</sup> and Gondwana Rainforests are the next most significant group of WHAs.”

A Kleinhardt-FGI Report (2002) prepared for the Australian Tropical Research Foundation (AUSTROP) on *Tourism and Recreation Values of the Daintree and Fraser Island* suggested that the total annual economic value of Fraser Island [K’gari], incorporating its economic value and direct and indirect financial value from tourism and recreation was estimated to be in the order of \$277 million (compared to the Daintree which was estimated to be \$400 million). This figure was based on 223,000 visitors and 137,000 day-visitors (total 360,000) staying a total of 873,000 visitor days on K’gari.

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<sup>2</sup> On 7 June 2023, Fraser Island was officially renamed K’gari under the *Place Names Act 1994 (Qld)* recognising the island’s original Butchulla name. ‘Fraser Island’ is referenced for citation titles that were published before this date.

By 2022-23, tourism on K’gari was generating an annual \$374.6 million in economic value-add to the Fraser Coast region, reflecting the island's role as a premier tourism destination within the region's overall \$877.2 million tourism industry. Regionally, tourism supports 7,900 jobs (Tourism Research Australia, 2024), of which 4,040 jobs (9.7% of regional employment) were associated with K’gari’s tourism industry, consisting of 2,323 direct and 1,717 indirect positions.

While there is a value placed on K’gari’s economy there has never been a value placed on the island’s cultural or natural values, e.g., providing unique, essential habitat for threatened species, or the ecosystem services that the island performs. K’gari’s ecosystem services include water storage and filtration, carbon sequestration, air purification and climate regulation and coastal protection.

By comparison, the Wet Tropics World Heritage Area (which includes the Daintree) is valued at \$5.2 billion annually (Wet Tropic Management Authority, 2015) based on its natural assets - including environmental and ecosystem services, cultural, and tourism contributions.

## **Funding the K’gari Biosecurity Strategy**

Based on a cost-benefit analysis undertaken by the Queensland University of Technology (Raymond and Firn, 2025), the potential cost (annual operating costs) of delivering the K’gari Biosecurity Strategy over the next 20 years would be \$2.3 million per year. These costs would be in addition to any capital infrastructure that may need to be installed e.g., inspection stations or washdown facilities.

Whilst there is no silver funding bullet, there are funding models and options to be considered at all levels of government – Federal, State and Local.

The successful implementation of the K’gari Biosecurity Strategy will require a diversified and staged funding model to ensure long-term financial sustainability, risk mitigation, and operational resilience. Given this, the following funding streams are recommended:

### **1. Supporting K’gari’s Tourism Economy**

Through *Destination 2045*, the Queensland Government has committed to increase tourism in the lead up to the 2032 Brisbane Olympics and beyond. The Queensland Government’s *Destination 2045* aims to position our state as a global leader in tourism, supporting richer visitor experiences, more jobs and better infrastructure. Given this outcome, the Government will need to increase investment in the presentation, protection and conservation of Queensland’s most special places (including World Heritage properties such as K’gari, and Queensland National Parks that are considered High Value Conservation areas) to maintain these values for Queenslanders and tourists alike.

Tourism and associated industries e.g., transport and accommodation development, pose a significant biosecurity threat because they act as major vectors for the introduction and spread of invasive pests, diseases, and weeds. The high mobility associated with international and domestic travellers allows for the rapid, widespread dispersal of pathogens and contaminants across borders and into sensitive ecosystems.

Given the Queensland Government’s commitment to *Destination 2045*, this would be an ideal opportunity to demonstrate and showcase the Queensland Government’s commitment to K’gari, with the delivery of world-leading environmental biosecurity measures. Protection of Queensland’s most precious natural and cultural assets is not only an expectation of international visitors, but it also safeguards the future of Queensland’s tourism industry.

## 2. Registration Levy

There are over 6 million registered vehicles (6,320,781 as of 30 June 2025) in Queensland. With a Queensland Parks Pass implemented through the registration system, people could opt for an annual payment for one or more of our National Parks and funds then go to support management of sites through management such as biosecurity and infrastructure.

Alternatively, as Queensland Parks and Wildlife Service (QPWS) already use vehicle registrations to manage Vehicle Access Permits under the *Recreation Areas Management Act*, a Biosecurity Levy would be a relatively simple process to implement. Every \$1 in vehicle levy is equivalent to >\$6M in revenue.

## 3. User Pays - National Park or World Heritage Area Passes

User pays is a growing model for funding the management of World Heritage properties, including in Australia, to recover the costs of providing services and maintaining facilities. This approach is generally applied where it is economically viable, such as in larger, frequently visited locations like Uluru-Kata Tjuta and Kakadu National Parks.

Uluru-Kata Tjuta National Park typically welcomes over 250,000 visitors annually, with 245,238 visitors in 2024. Kakadu National Park attracts approximately 160,000 to 200,000+ visitors per year, with 186,737 recorded in 2024. Queensland Government visitation estimates for K’gari are 400,000 to 500,000 people annually, although some sources (K’gari World Heritage Advisory Committee, 2025) suggest visitation could be as high as 800,000+ visitors per year.

Costs per person for Uluru-Kata Tjuta National Park are \$38 per adult (over 18) for a 3-day pass and \$50 for an annual pass, while costs to Kakadu National Park vary with the season ((Dry Season vs. Tropical Summer) costing \$25-\$60 for a multi-day pass. Northern Territory residents can visit Kakadu for free.

A similar system is already implemented in NSW, where vehicle entrance fees are charged at 45 of the more than 890 NSW national parks and reserves, for each vehicle or motorcycle that enters. Visitors can choose from four passes that offer annual entry from just one favourite park to all 45 parks with entry fees.

A regular visitor to NSW national parks can save on vehicle entry fees by buying an annual pass and get park visits for 1 or 2 years. If purchased through the NSW vehicle registration renewal, vehicle owners may also be eligible for a \$15 discount (highlighting the ability to adjust fees for specific user groups).

NPWS (NSW) offers discount and concession annual passes for current Australian Seniors Card holders, eligible Pensioner and Veterans Card holders when they renew their NSW vehicle registration online through Service NSW.

Table 1: National Parks and Wildlife Service (NSW) Park Entry Fees

<b>All Parks Pass</b> For all fee-collecting parks in NSW, including Kosciuszko National Park.	1-year pass \$190 <i>seniors \$152*</i>	2-year pass \$335 <i>seniors \$268*</i>
<b>Multi Park Pass</b> For all fee-collecting parks in NSW, except Kosciuszko National Park.	1-year pass \$65 <i>seniors \$50*</i>	2-year pass \$115 <i>seniors \$90*</i>
<b>Country Parks Pass</b> For all parks in Country NSW, except Kosciuszko National Park.	1-year pass \$45 <i>seniors \$35*</i>	2-year pass \$75 <i>seniors \$60*</i>

<b>Single Park Pass</b> For any 1 designated park in Country NSW, except Kosciuszko National Park.	1-year pass \$22 seniors \$17*	2-year pass \$40 seniors \$30*
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In Western Australia (and Tasmania), entry fees are managed separately through the Department of Biodiversity, Conservation and Attractions (DBCA) via park passes or day entry fees. Park passes may be purchased online through the WA Naturally website or at Parks and Wildlife Service offices, which allow for unlimited entry to over 30 fee-paying parks.

The *WA Annual All Parks Pass* covers one vehicle (up to 12 occupants) and costs \$130 per year. Alternatively, an Annual Local Park Pass can be selected for \$30 allowing entry to one specific local park, such as Yanchep National Park. Holiday Passes are also available for 5 days, 14 days, or 4 weeks (starting from \$30).

Holders of specific Australian concession cards are eligible for reduced rates (e.g., \$80 for an annual pass) and Royal Automobile Club (RAC) discount the annual all-parks passes (e.g., ~\$65.98 in late 2025).

**Barrier:** Implementing a Local Parks Pass or All Parks Pass system would need approval by the Queensland Government, which has previously indicated that Queensland’s National Parks should be available free to all Queenslanders, and that entrance fees for parks would constitute an additional ‘tax’ on Queenslanders.

#### 4. Cultural or Visitor Environmental Levy

Worldwide, many cultural and natural World Heritage sites are home to indigenous peoples. With the growing number of Native Title Determinations over Queensland’s National Parks and World Heritage areas, there is an understandable expectation of co-management for these areas.

Inspired by the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), the UNESCO policy on engaging with Indigenous Peoples embraces the right of Indigenous Peoples to their traditional lands and territories and recognises traditional management systems as part of new management approaches. It describes Indigenous Peoples as “stewards of a significant part of the world’s biological, cultural and linguistic diversity and as partners in site conservation and protection activities.”

In line with the UNDRIP and UNESCO policy, the Operational Guidelines of the World Heritage Convention recognise the role of Indigenous Peoples in identifying, managing, protecting and presenting World Heritage.

Recognising Indigenous Peoples in the life of a World Heritage property involves moving beyond tokenistic inclusion to a "rights-based approach" where Traditional Owners act as partners, stewards, and decision-makers. This involves acknowledging their deep, ongoing connection to "Country" (land/sea), utilising traditional knowledge for management, and respecting their right to free, prior, and informed consent (FPIC) in all aspects of a site's life.

Supporting Indigenous Peoples to have a genuine and ongoing role in the life of their property should be a given of any Indigenous Land Use Agreement (ILUA). The K’gari World Heritage Advisory Committee (KWHAC) has previously called for a cultural levy of \$10 per visitor to K’gari.

Although granted a temporary five-year ILUA in 2014, the Butchulla Aboriginal Corporation has been without an ILUA with QPWS (as the principal land manager for K’gari), since 2019. Consultative processes to progress this are ongoing but have faced administrative hurdles.

## 5. Vehicle Access Permits (VAP) and Commercial Activity Agreements (CAA)

K'gari is a designated recreation area under the *Recreation Areas Management Act 2006 (RAM)*, specifically managed as the K'gari (Fraser Island) Recreation Area. The Recreation Area is managed by QPWS and requires a valid Vehicle Access Permit (VAP) for driving on the island (and a camping permit for camping in designated areas).

As of early 2026, the K'gari vehicle access permit (a fee for visitors with vehicles) costs \$59.80 for a stay of 1 month or less. For longer stays up to one year, the permit cost is \$300.90. Permits are required to be booked in advance using the QPWS website.

Camping on K'gari is currently \$7.50 per person per night, or \$30.00 per family per night and \$4.10 per person per night for students and accompanying adults on approved educational excursions. A family group is defined as one or two adults and accompanying children under 18, up to a total of eight people. Children under five years of age camp for free.

QPWS also charge a permit fee, for the barge and all permitted tourism operations on K'gari. A Commercial Activity Agreement (CAA) with QPWS is a legally binding contract required to conduct commercial activities - such as guided tours, vending, or filming - within QPWS-managed areas, including national parks, conservation parks, and state forests. These agreements are used for higher-impact, longer-term, or exclusive use, unlike standard Commercial Activity Permits (CAPs).

The CAA additional daily fee (other than for filming or photography) for each client five years or older (not on an educational tour or a camp) in a recreation area - lasting three hours or more - under the *RAM Act* is currently \$10.35 (inc. GST).

The beneficiary of VAPs and CAAs is the Queensland Government. Fees fund the management, maintenance, and conservation of Queensland's recreation areas. They support road/track maintenance, visitor facilities, environmental protection initiatives, and help manage traffic for safety and sustainability.

Data provided by the Queensland Government to the K'gari World Heritage Advisory Committee (March 2023) suggested that in 2022 a total number of 65,104 VAPs were issued with VAP numbers growing at a rate of 5.6% per annum. Extrapolating the 2022 data, an estimated 80,000 vehicles (each potentially carrying up to 8 passengers) will visit K'gari generating a VAP revenue of \$4,784,000.

In 2022, there were a total of 364,871 camper nights, suggesting an additional revenue of \$2-3M is derived from camping (QPWS, K'gari World Heritage Advisory Committee Meeting March 2023).

There are no publicly available data on the numbers of Free and Independent Travellers (FITs) to K'gari. These travel onto the island via barge operators Sealink and Manta Ray, choose accommodation outside of the National Park and/or travel with one or more of K'gari's commercial tour companies who operate under CAA permits.

Comparative expenditure costs for operational and assets/infrastructure maintenance and capital upgrades for the K'gari Protected Area Estate were not available.

## 6. Partner Co-Investment

K'gari's biosecurity partners already contribute to investment in weed, pest, and pathogen management on K'gari. These include: two full-time Ecological and Pest Management Rangers and two full-time Technical Support Rangers employed by the Coastal and Islands Region of QPWS, the efforts of Butchulla Land and Sea Rangers and NIAA K'gari Djaa Ranger Team and council staff from Fraser Coast Regional Council both on the mainland where they work to monitor and control pest incursions like yellow crazy ants and directly within the island's townships to implement local laws and remove environmental pests. The DPI's

Horticulture & Forestry Science also supports forest health through pest and pathogen monitoring and research on K'gari.

On a voluntary basis, groups like K'gari (Fraser Island) Defenders Organisation (FIDO) have longstanding weed management programs at both Happy Valley (in partnership with the Happy Valley Community Association) and Eurong. Sandy Cape Lighthouse Conservation Association volunteer weeding program commenced in 2007 (although is temporarily on hold).

Cooperative activities are underway for Indian Myna birds (QPWS and Orchid Beach community) and cane toads (BAC, FIDO, FINIA - the Natural Integrity Alliance for K'gari, Kingfisher Bay Resort, and QPWS).

Collaboratively, there is an opportunity to leverage these resources (and more) to support the Strategy's implementation.

### *Research*

Collaborative partnerships with universities and research institutions can attract competitive research funding to support:

- Surveillance and monitoring systems
- Pest eradication research
- Ecological restoration
- Climate resilience modelling

Joint funding applications can leverage Commonwealth research grants and environmental innovation funds.

## **7. Grants, Corporate and Philanthropic Investment**

Although not sustainable on a long-term basis, grants and philanthropic investment may be able to support specific or short-term strategy needs such as startup, infrastructure, activities, and projects that align to the funder's priorities. Examples include:

### *Australian Heritage Grant*

The Australian Heritage Grants program provides \$5.3 million each year to support places included on the National Heritage list. Places recognised for their natural, Indigenous or historic heritage values can apply.

The program aims to:

- maintain, protect, conserve and/or improve the management of access to the National Heritage Values for which the place is listed
- improve engagement or awareness of the National Heritage Value/s for which the place is listed.

Australian Heritage Grants are generally announced once per year with funding up to \$400,000 available per project.

### *Environmental Biosecurity Project Fund*

The Environmental Biosecurity Project Fund (EBPF) was established by the Environmental Biosecurity Office (EBO) in 2018. It provides an annual allocation of \$825,000.

EBPF supports projects that improve our ability to prevent exotic environmental pests. We aim to prevent, detect and respond to exotic pests and stop them from becoming established. Exotic pests refer to pests, weeds and diseases that are not yet present in Australia. EBPF is part of a broader system that protects Australia's environment from exotic pests.

A key focus for the EBPF is the Exotic Environmental Pest List (EEPL). The EEPL is a list of 168 exotic species. These species could cause major damage to our environment and way of life. This includes impacts to First Nations heritage sites.

The EBO identifies priority projects that focus on species in the EEPL. This includes improving our understanding and management of the risks of EEPL species. They also consider broader projects to strengthen the environmental biosecurity system.

### *Gambling Community Benefits Fund*

Ideal for the purchase of infrastructure or equipment, the Gambling Community Benefit Fund (GCBF) is Queensland's largest one-off community grants program and distributes approximately \$60 million each year to not-for-profit community groups.

The GCBF funding helps provide services, leisure activities and opportunities for Queensland communities.

Funding is generally available four times per year with grants up to \$35,000. Occasionally, the GCBF will announce a 'super round' when applicants can apply for up to \$100,000.

### *Ian Potter Foundation*

Through its Environment program, the Ian Potter Foundation is committed to investing in efforts to better manage our natural resources and preserve threatened biodiversity and ecosystems in the face of challenges such as land degradation, limited water resources, invasive species, and climate change.

The Foundation prioritises applications that are strategically important, nationally significant, and highly collaborative. This funding area considers large grants (\$100,000+ and multi-year) for environmental conservation work taking place within Australia and across multiple areas including land, freshwater, marine, and coastal.

The Foundation will prioritise projects that:

- Are forward-looking, adaptive and prioritise landscape and ecosystem resilience in the face of climate change.
- Are at a landscape/ecosystem scale, with a focus on connectivity to ensure ecosystem functionality.
- Focus on places of High Biodiversity Value, rare or threatened ecosystems, or those with high concentrations of threatened species.
- Engage strongly with communities and/or utilise citizen science to maximise community participation, voice and agency.
- Ensure First Nations engagement is best practice, and Indigenous knowledge is sought and incorporated as appropriate.
- Have a strong, scientific evidence base and partnerships with appropriate experts.
- Can be scaled and replicated or adapted for broad application.
- Can leverage further resources, influence policy improvements, or assist governments to meet Australia's international climate or nature obligations.

### *Myer Foundation*

Myer Foundation's Sustainability & Environment Program's focus area for the 2024-28 strategic period is to support climate action that accelerates an equitable net zero aligned transition in Australia.

In line with the Sidney Myer Fund and The Myer Foundation's strategic pillar of enabling organisations, multi-year grants are made to organisations whose purpose and work as a whole align with the focus area.

Organisations must meet a range of eligibility criteria to be considered for funding. Projects, programs, initiatives, departments and/or campaigns will not be considered.

Myer Foundation's Sustainability & Environment Program does not accept unsolicited applications.

### *Qantas Regional Grants*

With a major \$10M per year for 10 years program in place since 2024 (the *Reef Restoration Fund*), with the Great Barrier Reef Foundation, the Qantas Foundation is not currently funding additional large-scale projects.

However, at a smaller scale, the Qantas Regional Grants program offers \$2 million in support to Australian-based communities and projects that are looking to benefit our country's regional areas. The Qantas Regional Grants judging panel determine the successful applicants each year against the criteria below.

1. The extent to which the applicant directly services a regional community need and demonstrates a measurable socioeconomic impact.
2. The extent to which the applicant can maximise local community benefits in regional Australia with the Qantas Regional Grants Program funding.
3. The extent to which the project or activity will celebrate and highlight the work of the applicant and help boost the profile and strength of the applicant for the future.
4. The ability of the applicant to demonstrate innovation in their project strategy, goals and mission, and how these align to improving their service offering and increasing regional impact.

## 8. Crowdfunding

Crowdfunding is the process of raising small amounts of money from the crowd i.e., many people, typically via the internet, to fund a specific project, business venture, or cause. It allows creators to bypass traditional, centralised financial intermediaries to raise capital directly from the public. Common types include rewards-based (Kickstarter), equity (shares), or donation-based (GoFundMe).

A good crowdfunding project features a compelling story, clear and achievable financial goals, and strong, consistent communication with supporters. Success relies on using high-quality visuals (videos/photos) to explain the project's purpose, offering tangible outcomes, and leveraging personal networks of high-net-worth individuals for initial momentum.

While crowdfunding can be used for short-term projects where there is a compelling need and clear outcomes, crowdfunding is unsuitable for projects that lack a relatable story for potential funders, require high confidentiality, or involve complex, high-risk, or regulated industries.

## Funding Recommendations

A blended funding model is recommended to reduce reliance on any single source. This would combine funding such as:

- Core government operational funding
- Indigenous land management funding
- Tourism-derived revenue
- Project-based grants
- Corporate and philanthropic contributions (including research).

A diversified structure enhances financial stability, enables long-term planning, and supports adaptive management in response to emerging biosecurity threats.

Based on these options, an indicative business model for the K’gari Biosecurity Strategy’s Annual Operating Costs is provided for discussion purposes in Table 2 below. Proposed annual contributions in this document should be considered indicative and do not reflect current funding commitments or government policy.

Operational costs are additional to any capital investment (asset purchase or installation) that may be required e.g., inspection stations and/or washdown facilities on the mainland at River Heads, Hervey Bay and Inskip Point, Rainbow Beach.

*Table 2: An indicative diversified funding structure for the K’gari Biosecurity Strategy (Annual Operating Costs)*

<b>Funding Source</b>	<b>Annual Contribution</b>	<b>% of Total</b>
Australian Government	\$950,000	38%
Queensland Government	\$950,000	38%
Tourism Revenue Allocation	\$400,000	16%
Indigenous Land Management & Ranger Programs	\$150,000	6%
Research, Philanthropic & Corporate Support	\$50,000	2%
<b>Total</b>	<b>\$2,500,000</b>	<b>100%</b>

A multi-year funding agreement (5-year rolling agreements within the 20-year strategy) is recommended to provide operational certainty for the Strategy’s implementation.

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