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## **Bank Australia Conservation Reserve: 120 000 owners and counting**

**Key words:** Conservation, business, corporate social responsibility

**Abstract:**

The Bank Australia Conservation Reserve is a world first environmental conservation project. Bank Australia purchased the first of three properties that now form the Reserve in 2008 and has since worked with partners including Landcare, Trust for Nature and Greening Australia to manage the project and help the Reserve realise its conservation potential. The presentation will cover:

- Why the organisation decided to be the first bank in the world to own a conservation reserve
- How the bank is communicating the project to the community and its 120 000 customer-owners
- The vision for the Reserve as developed through a strategic planning process undertaken in 2016
- The business case for conservation and purpose-driven business