



## Strategic Plan 2010 - 2015

### 1. Introduction

Members of Friends' Council and representatives of volunteer and special interest groups met in August 2009 to review the previous strategic plan.

In August 2010 a draft plan, which was a synthesis of what emerged from those meetings, was provided to all members of the Friends for comment. Changes were made to take account of comments received, and this final plan was adopted by Friends' Council in November 2010.

Goals and outcomes in this Plan are generally equally important and are intended to be addressed concurrently. Priority among strategies will be decided by Friends' Council from time to time.

It is intended that the Plan have a life span of 5 years. It may be revised during that time by Friends' Council.

### 2. Mission

To provide community support for the Australian National Botanic Gardens.

### 3. Vision

Our vision is for the Friends of the ANBG to be widely recognised as a lively, stimulating, dedicated and essential support group for the Gardens, working to help the Gardens develop as the national showcase of Australia's plant diversity and to enhance community awareness, knowledge and appreciation of Australian plants.

### 4. Goals

1. Public promotion and engagement: Provide ways for the community to enjoy, understand and appreciate Australia's unique flora and the scientific, educational, conservation, aesthetic and recreational roles of the Gardens.
2. Partnership with the Gardens: Build and maintain a strong partnership and a good relationship with Gardens' management in order to achieve our Mission and Vision.
3. Raise funds to manage the Friends' organisation and support the work and development of the Gardens as the national showcase of Australia's plant diversity.
4. Create a strong identity of being lively, stimulating, rewarding and dedicated Friends of the ANBG.

<b>OUTCOMES</b> WHAT WE WANT TO ACHIEVE	<b>STRATEGIES</b> HOW WE WILL ACHIEVE IT
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**Goal 1. Public promotion and engagement: Provide ways for the community to enjoy, understand and appreciate Australia's unique flora and the scientific, educational, conservation, aesthetic and recreational roles of the Gardens**

<p>Provide regular services for the public and members</p>	<p>Roster guides to lead scheduled walks twice a day and booked and special walks as needed.</p> <p>Promote and advertise walks widely and explore new methods of promoting and advertising them, with a view to increasing participation rate.</p> <p>Work with management to promote booked walks to Tourist Companies and community organisations, with a view to increasing the current numbers of visitors on booked tours.</p> <p>Organise and promote Thursday lunchtime talks from February to November, aiming to maintain or increase the present average attendance.</p>
<p>Provide a range of popular and innovative functions and events to engage a wide public and members</p>	<p>In consultation with the ANBG, sponsor and help to stage up to 8 concerts in January each year. Consider staging other similar events during the year.</p> <p>Work with the Gardens to promote the ANBG during Floriade; hold events including bird watching walks and other walks with experienced guides.</p> <p>Promote and host a photo competition to the region's high schools and colleges.</p> <p>Work with the ANBG to organise events for public and members that tie in with celebrations and event days e.g. anniversary of the ANBG and Friends, Wattle Day etc.</p>
<p>Seek regular media attention to promote the Friends and the ANBG</p>	<p>Work with the ANBG to organise functions to launch Friends' funded projects, officially open exhibitions and other appropriate events.</p>
<p>Encourage ongoing public and government support for the ANBG and its role as a national institution</p>	<p>Liaise with media and publish press releases on important issues as necessary and cultivate opportunities for the Friends' President to make comment via the media on ANBG.</p> <p>Seek meetings with the Minister and with senior departmental officers in the Department as appropriate; work with the Gardens to invite Minister to the Gardens as often as practicable.</p>
<p>In partnership with the ANBG, the Botanical Resource Centre will be managed to actively engage the community in learning about Australian Plants</p>	<p>Ensure there are volunteers trained and rostered to attend centre.</p> <p>Assist Gardens with a review to improve use of centre through initiatives such as workshops on Australian plants. The review may explore options for promotion of BRC and proactive approaches to encouraging greater use including possible partnerships with other organisations.</p>
<p>Maintain and continually enhance an attractive and user-friendly web site that informs and promotes the roles and value of the Friends and the Gardens</p>	<p>Ensure content of website is up to date, including current activities and events.</p> <p>As a matter of priority, redesign the Friends' website to ensure it is consistent with new look of ANBG website and is easy to use. Regularly review website.</p>

Develop positive working partnerships with like-minded groups in Canberra and interstate	Continue to have membership of the Association of Friends of Botanic Gardens. Continue to develop and maintain partnerships and liaison with groups in Canberra and interstate with like interests.
Promote and raise awareness of the ANBG and the role of the Friends	Continue to develop and implement innovative ideas to promote the ANBG and its values.

**Goal 2. Partnership with the Gardens: Build and maintain a strong partnership and a good relationship with Gardens' management in order to achieve our Mission and Vision**

Maintain close involvement with ANBG management in management and planning	Conduct regular meetings between Friends Executive and the ANBG Executive Director and General Manager. Negotiate opportunities to contribute to and comment on drafts of management and other plans. Negotiate a Memorandum of Understanding with the Gardens to consolidate existing co-operative relationships and clarify roles and responsibilities.
Involve members of the Friends in planning and management issues.	Provide opportunities for members of the Friends to contribute their views on issues relevant to the Gardens and convey these views to Gardens' management. Provide periodic opportunities for members to comment on Gardens' policies and practices.
Negotiate ongoing support from the ANBG for the volunteer guides program	In partnership with ANBG management and staff, provide a training course for new volunteers every two years or as needed. <ul style="list-style-type: none"> <li>Consult with management on responsibility for, and roles in, new guide intake and training.</li> </ul> Invite and encourage ANBG staff to attend monthly Guide meetings and provide professional input through regular talks, sharing of information, and briefing on Gardens issues.
Promote the concept of an Advisory Council	Work with the ANBG to establish an Advisory Council to advise on future directions and key priorities. Membership of the Council to be people with an appropriate range of expertise and to include a qualified nominee of the Friends.
Facilitate and promote growth in research at the ANBG	Work with management to identify high priority research projects. Build a pool of volunteers to assist with research projects and provide funding where appropriate.
Facilitate ANBG being recognised as a national centre for seed banking	Provide appropriate support for the seed bank.
Support the student botanic internship program	Continue to provide book vouchers and free membership to interns and attend their graduation ceremony.

**Goal 3. Raise funds to manage the Friends' organisation and support the work and development of the Gardens as the national showcase of Australia's plant diversity**

Conduct fund raising from the community and from members that contributes and adds value to the work of the ANBG and to the Friends' membership services	Provide \$150,000 to the Gardens over 3 years for projects in the Gardens. Undertake a diverse range of activities to raise funds including: <ul style="list-style-type: none"> <li>Support and offer a range of functions, including Summer Concerts</li> <li>Thursday talks</li> <li>Produce Friends' items for sale, including DVDs, cards, souvenir book; and contribute profits to fund raising targets</li> <li>Proceeds from sales by Friends groups including Growing Friends (plant sales), Botanic Art Groups (commission on sales)</li> </ul>
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	<ul style="list-style-type: none"> <li>- Guides' booked walks (fee charged)</li> <li>- Seek donations/sponsorship from organisations, Government and businesses, consistent with Gardens' efforts to seek philanthropic support.</li> </ul> <p>Continue, through a Projects Committee, to keep under review the criteria and approval processes for Gardens staff, management and Friends to suggest possible projects for Friends funding. Council to approve funds for suitable projects.</p> <p>Publicise and promote the Friends' Public Fund as a mechanism to receive tax deductible donations to the Friends.</p>
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**Goal 4. Create a strong identity of being lively, stimulating, rewarding and dedicated Friends of the ANBG**

<p>Offer a range of activities for members to engage them with the ANBG</p>	<p>Continue to support volunteer guides and other volunteer activities.</p> <p>Continue to support Growing Friends, Botanical Art Groups and other special interest groups.</p> <p>Examine issues to improve access to plant material by Growing Friends.</p> <p>Explore with management a greater range of volunteering possibilities in the Gardens.</p>
<p>High quality services for members and improved member communications</p>	<p>Survey members to obtain information on:</p> <ul style="list-style-type: none"> <li>- members' profile</li> <li>- expectations of the Friends</li> <li>- views on events, activities, services.</li> </ul> <p>Maintain and enhance member services:</p> <ul style="list-style-type: none"> <li>- Publish at least three issues of <i>Fronde</i> a year – seek views of members on desirable content</li> <li>- Offer new members' walks</li> <li>- Explore opportunities to provide special talks/walks for members</li> <li>- Host an Annual dinner</li> <li>- Renegotiate member benefits with cafe when appropriate</li> <li>- Seek other discounts e.g. local venues/shops/events</li> <li>- Establish links with travel programs of other similar interest groups</li> <li>- Arrange visits to external venues e.g. Parliament House, regional botanic gardens</li> <li>- Provide other events for members as appropriate.</li> </ul> <p>Explore ways to publicise events/news on a shorter cycle than <i>Fronde</i> e.g. website, new technologies</p>
<p>Maintain an effectively operating Friends' Council having a good working relationship with Gardens' management</p> <p>Maintain an efficiently managed organisation</p>	<ul style="list-style-type: none"> <li>- Provide support as necessary for subgroups (Guides, Growing Friends, Botanic Art Group) and sub-committees</li> <li>- Seek to increase membership numbers</li> <li>- Maintain membership database and explore options to expand it</li> <li>- Promote clear succession planning on all Friends committees</li> <li>- Maintain financial records and system</li> <li>- Strive for good governance in all aspects of the management of the Friends' organisation</li> <li>- Explore feasibility of employing an administrative officer</li> </ul>