

BGANZ BUSINESS PLAN 2015-17

Goal	BGANZ Aim	Objective	Strategy	Specific actions	Responsibility	Timeframe	Priority	Outcomes and Review	Deliverables	BGANZ Vic update/ comment
	1. Provide a forum for information exchange and coordinated planning	Improve and maintain website	Keep website fresh and easy to use	1.1 Maintain website	Executive Officer	Oct-15	High	Ongoing maintenance and trouble shooting	Work with Regional Group we co-ordinators to update their pages by December 2014	Key BGANZ Vic information has been updated/ accessible on website
			What is the BGANZ communication Strategy?	1.2 Improve web functionality for regional and professional groups by establishing integrated networking forums	Executive Officer, Regional Groups Web Co-ordinator	Oct-15	High	Implement program to encourage use and educate about use, Explore opportunity for training is website use at biennial Regional Group Meetings	Deliver website training at regional conferences and congress	Not commenced
			1.3 Review website and use of networking forums	Executive Officer, Council	Oct-15	High	Ongoing	Report at Council Meeting and AGMs	There will be significant opportunities to activate BRON web forum once regional gardens have adopted and are using BGANZ/PV database	
			1.4 Review and update content	Executive Officer, Regional Groups, Professional Working Groups	Oct-15	High	Ongoing	Report at Council Meeting and AGMs	Not commenced	
			1.5 Assess and experiment with social networking technology for increased public profile.	Executive Officer	Oct-15	Medium	Fascination of Plants Day (FoPD) 2015, Cook + Banks 2020 co-ordination, Survey of what technology is being trialed and in use today via membership	Plan funding options to be able to deliver a specific project app for BGANZ on FoPD or Cook + Banks by October 2015 Work with BGEN to deliver these goals on a regional group level	Workshop on this topic included in Wollongong Congress BGANZ Q progressing with potential external sponsorship and with National Cook/Banks body	
		Maintain and foster regional group networks	Stay in touch and visible	1.6 Provide contact point for regional network and foster and lead regional communication and networking	Regional Groups, Chair	Ongoing	High	President and Executive Officer to attend Regional Network conferences where possible, Encourage members outside Regional Networks boundaries (e.g. NT, WA, TAS to participate in conferences and be included in updates	Regional Group Chairs to provide BGANZ Executive Officer with updates one week prior to each Council meeting (dates to be posted on website and included in The Botanic Gardener Magazine Follow up on lapsed members by August Council Meeting annually	Achieved - Ongoing Achieved

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									Budget funding to accommodate President and Executive Officer travel	Achieved
				1.7.Maintain regional network pages and event calendar	Regional Groups, Web Co-ordinator, Executive Officer A Morgan (NSW) Dale Arvidsson C Hart (Vic) (NZ?)	Ongoing	High	Ongoing	Regional Group chairs to report back on new members incorporated from adjacent regions. Regional Group Chairs to provide calendar updates by January 31 annually and as required to the Executive Officer	<p>Network Meeting #1 – Bendigo Botanic Gardens – Plant Conservation and Attainable Goal for Regional Botanic Gardens</p> <p>BGANZ/PLA Horticultural Forum Geelong – Managing Parks Asset Growth, From a Horticultural Perspective</p> <p>Network Meeting# 2 - Wilson Botanic Park - Masterplanning</p>
				1.8. Working Group Chairs to provide contact point for professional network and foster and lead communication and networking	Working Group Chairs	Oct-14 Ongoing	High	Reports due to Council minimum 1 week prior to advertised meetings via Executive Officer, Set biennial targets leading up to Congress deadlines	Develop standard reporting format for Regional Group Chairs by October 2014 AGM	Achieved - Ongoing
		Maintain and foster professional groups	Assessment of requirement for working groups	1.9 BRON - Finalise scope for database project	BRON	Oct-15	High	Database Toolkit of preferred database format and spread sheet templates finalised by July 2015 for trial and presentation at Congress	Database Toolkit of preferred database format and spread sheet templates finalised by August 2015 for Council review presentation at Congress. Support delivery of this goal and then strategically promote to regional gardens post October 2015	<p>Parks Vic Database being tested - Agreements being drafted</p> <p>Wollongong Congress database workshop is confirmed</p>
				1.10 BGEN - Develop scope for key projects	BGEN	Oct-15	High	Develop strategic plan for BGEN towards October 2015 congress. Include Climate Watch along with development and identification of members and core botanic gardens programs	<p>Create database of botanic gardens and arboreta education/visitors services officers</p> <p>Develop core community engagement, education and interpretation skills in botanic gardens and arboreta</p>	<p>BGEN Strategic plan tabled to and adopted by BGANZ Council</p> <p>BGANZ Vic planning an interpretation workshop for</p>

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									Prioritise interpretation of collections, tours and basics of schools education Create links on resources page and regularly contact members	regional botanic gardens in 2016
				1.11 PDWG - Finalise PD Action Plan for consideration by Council	PDWG, President, Executive Officer Anne Duncan John Sandham Lesley Hammersley	Jan-15	High	Draft Action Plan to be finalised Funding required for further development - Council to investigate options to source extra funding to resource program	Develop up a sponsorship proposal with key options and costs with deliverables	Not commenced
		Maintain and improve The Botanic Gardener Magazine production	Develop magazine as the key membership engagement tool	1.12 Continue themed Magazine and consider future of Magazine as a member only resource	Magazine Co-ordinator, Executive Officer Editorial Working Group Current working group remains – open to new members	Ongoing	High	Redevelop Magazine with a fresh look and feel to be less retrospective to encourage more opportunity for network participation	Launch new layout and concept by July 2014 Contribute a BGANZ Regional Group update to each magazine and review method of regional group delivery to enable further buy in	Updates provided from BGANZ Vic
				1.13. Encourage participation of staff to share achievements and opportunities for networked involvement	Magazine Co-ordinator, Working Group Chairs Current working group remains – open to new members	Dec-14 Ongoing	Medium	Engage further with 'staff at the coalface' to include information on horticulture, research and volunteers	Regional Group executives are to identify and support regional staff and volunteer to contribute articles to magazine by December 2014	
				1.14 Advertisers and sponsors - publicity and new opportunities	Executive Officer, Magazine Co-ordinator Current working group remains – open to new members	Ongoing	High	Ensure sponsors are acknowledged in Magazine, new members are mentioned. Seek sponsors and have sponsors ePackage available	Acknowledge and promote sponsors Ensure that yearly calendar of events acknowledges supporters clearly	Commenced Commenced
2. Foster best practice standards among Australian and New Zealand botanic gardens		Facilitate and support professional development in the botanic gardens sector	Identify key goals for PD in botanic gardens sector	2.1 Finalise Professional Development Action Plan and commence implementation	Executive Officer Council Regional Groups John Sandham Lesley Hammersley	April-15	High	Action Plan to be finalised with professional development workshops held at each regional meeting Collate register of botanic gardens and arboreta interested and with capacity to offer staff exchange	Form new PD working group Continue roll out of Collection Planning Toolkit Develop with BRON Database and Spreadsheet Toolkit Collate register of botanic gardens and arboreta interested and with capacity to offer staff exchange	Collections Planning Toolkit has been delivered in Victoria/NSW/ACT and Qld A chapter on interpretation is being written to be incorporated into the toolkit materials Parks Vic Database being

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										tested - Agreements being drafted Wollongong Congress database workshop is confirmed
				2.2 Support professional development as part of regional network meetings	Council John Sandham Lesley Hammersley	Ongoing	High	Continue roll out of Collection Planning Toolkit	BGANZ Collections Planning Toolkit Workshop held for BGANZ NSW April 2014, BGANZQ conference Oct 2014, BGANZ Vic Plants Forum Nov 2014	As above
		Ensure national congress quality and coordination	Develop and promote national congress as key practice and information sharing tool in organisation.	2.3 Regular reporting on Congress progress and issues to Council	Council, Relevant Council Representative when congress is being held Paul Tracey	Oct-15	High	Report at Council meetings leading up to Wollongong Congress October 2015	Deliver financially successful congress in 2015 Form new Council 2015 Announce successful candidate for 2017 congress	Ongoing til Oct 2015
				2.4 Provide input and assistance with Congress matters	Council, Previous Congress hosts Paul Tracey	Dec-15	High	Ongoing	Previous congress holders to form working group for Executive Officer to create a 'Congress Toolkit' by December 2015	Sharon Willoughby and John Arnott participating on Congress program working group
				2.5 Provide bursary funding to assist attendance at Congress	Council	Oct-15	High	Planning towards Wollongong 2015 for increased attendance by smaller gardens and arboreta, Friends groups, individuals etc.	Announce \$7000 worth of bursary funding by June 2015	Completed
Co	3. Advocate for the interests of Australian and New Zealand botanic gardens and arboreta	Increase awareness of role of botanic gardens and their relevance to communities	Increase awareness to who? Specific targets. Also need to articulate why i.e. federal funding.	3.1 Investigate opportunities for advocacy at all levels and develop program of presentations / meetings e.g. to local government associations, regional development conferences etc., to demonstrate the values of botanic gardens and arboreta	Executive Officer, Council, Regional Group Chairs Peter Byron	Ongoing	Medium	Ongoing	Develop a 'tourism' working group and cost/needs analysis to engage a tourism "specialist professional to develop a broader tourism strategy for BGANZ. Create BGANZ collateral to form presentation folder in hard and soft copy (online) to present to potential partners	Not commenced
				3.2 Strengthen relations with CHABG to better align core roles and joint promotional opportunities	President, Executive Officer Judy West Dale Arvidsson	Ongoing	Medium	Provide BGANZ reports to the Commonwealth Heads of Botanic Gardens (CHABG), Invite CHABG members to congresses and regional conferences to present,	Create a joint MoU BGANZ President to attend a CHABG session every 2 years	Next CHABG November 2015. Dale Arvidsson to be liaise during last year on Council as Past

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								Collaborate with CHABG to report on GSPC target achievement		President, then pass over to new President by Oct 2016.
			Develop Tourism Strategy	3.3 Continue to update communications toolkit and develop and maintain other resources and materials for advocacy (presentations, banners, information sheets, case studies, policy and issue position statements, how-to manuals)	Executive Officer, Council, Regional Group Chairs	Ongoing	Medium	Ongoing, Collections management workbook being upgraded	Ensure that latest version and subsequent edits are loaded onto the BGANZ website and distributed to new members	Completed
				3.4 Explore further development of Australia and New Zealand- wide tourism and promotion opportunities	Executive Officer, Council, Regional Groups Chairs, Regional Groups, Members Peter Byron Dale Arvidsson	Oct-15	High	Develop survey to see if member interest supports idea and pros/cons Explore options to develop a National and complimentary New Zealand botanic gardens and arboreta tourism trail as per Queensland model Approach state and national tourism authorities with formal proposals and funding requirements	Engage support from Australian Friends of Botanic Gardens (AFBG) Create proposal with external funding in mind to support concept when '2020 funding' becomes available from Government	Project for new Tourism subgroup 2016. Bring in Cook/Banks 2020 proposal as driver for this project
	4. Advocate for plant conservation and foster the plant sciences and social and cultural heritage programs	Increase awareness and appreciation of natural and cultural heritage (and role of botanic gardens)	Increase awareness specifically measure i.e. ABS data, etc.	4.1 Encourage and support all members to facilitate increase in community awareness about natural and cultural heritage (for example in relation to sustainable living, climate change)	Council, Regional Group Chairs	Ongoing	Medium	Ongoing- materials made available on website, links etc., through monthly updates.	Develop interpretation techniques workshop via BGEN and PD working group to explore practical ways of delivering on ground interpretation and thematic planning Investigate existing BGCI programs	Sharon Willoughby et al delivered an Interpretation Techniques workshop at recent BGCI education congress Aiming to run this workshop in Vic in 2016 Material s from this workshop are being added as a chapter to the BGANZ Collections Planning Toolkit

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			Select achievable Australian Seed Bank Program (ASBP) targets i.e. indicator climate change species and / or key rare and threatened species.	4.2 Encourage and better facilitate member participation in the Australian Seed Bank Program and encourage closer ties with State and the Australian National Botanic Gardens	Council, Regional Group Chairs, Executive Officer	Oct-15	High	Develop a Australia/New Zealand response and action plan with CHABG	Develop a presentation for ASBP via PD working group and ASBP to encourage regional botanic gardens and arboreta involvement at regional and conferences and biennial congress. Present at Congress in October 2015.	Not commenced						
				4.3 Encourage State Networks and key member capacity to achieve CBD Global Strategy for Plant Conservation targets	Council, Executive Officer, PD Working Group	Ongoing	High	Discover member capacity via survey, Develop a Australia/New Zealand response and action plan with CHABG Set achievable targets for 2015, 2017 and 2019 to report at congress Work with BGCI to facilitate and report on progress Provide progress and achievement in reports in BGANZ newsletter Report to BGCI outcomes	BGANZ Vic 2015 Plants Forum is themed "Practical Plant Conservation - An attainable Goal for Regional Botanic Gardens" exploring the range of approaches for regional botanic gardens to actively participate in plant conservation Develop materials generated in this forum are further developed as a practical plant conservation "toolkit" by Congress 2015	BGANZ Vic have established a conservation working group with the aim to support regional botanic gardens in participating in practical plant conservation projects BGANZQ establishing a network to identify projects with Brisbane Botanic Gardens Seeds for Life Program to commence at BGANZQ Conference 2016.						
				5.1 Develop BGANZ policy statements and submissions in response to strategic issues where relevant to botanic gardens and arboreta	Council Executive Officer	Ongoing as required	Medium	Ongoing	Develop key policy statements on climate change, urban forests etc through survey to ascertain buy-in and capacity to deliver	Not commenced						
										5.2 Include relevant policy/legislation on web accessible resources for botanic gardens and arboreta	Executive Officer	Ongoing as required	Medium	Ongoing	Publish on bganz.org.au website and distribute through magazine	Ongoing - Achieved
										5.3 Furnish the BGANZ website members only section with latest policies, procedures and documentation available	Executive Officer Members	Ongoing	Medium	Regularly contact botanic gardens and arboreta to consider publishing documentation	Call to action for all members to supply documents for posting	Ongoing - Achieved

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	6. Promote BGANZ and botanic gardens and arboreta	Ensure BGANZ is seen as the peak body representing botanic gardens and arboreta in Oceania	Collate, develop and promote BGANZ combined collateral and resources to governments and key industry stakeholders; 'brand BGANZ'	6.1 Promote BGANZ to relevant Government and Corporate institutions at every opportunity	President, Council, Executive Officer, Members Judy West	May-15		Contact Government and high profile links alerting to the roles and opportunities of BGANZ Encourage use of BGANZ logo for members on documentation to all levels of government All members as ambassadors for BGANZ Did you receive your toolkit?	Contact key government ministers and industry stakeholders with a 'Who is BGANZ' letter, upcoming Congress and a call to action to visit the website Send out Communications Toolkits to new members, those not received yet Publish use on website under news page and in Magazine "Where has the BGANZ logo been seen"; investigate members competition Develop a BGANZ branded polo shirt available for purchase by members for promotion and at BGANZ congress/conferences	Not commenced Commenced Not commenced Not supported by Council, discontinue
Seek resources for BGANZ and botanic gardens and arboreta >	7. Build and maintain links and partnerships with relevant national and international bodies	Build strong, long last partnerships and sponsorships	Develop partnerships and sponsorships	7.1 Investigate funding options for delivery of "BGANZ Smart Gardener" program in member gardens	Council, Executive Officer PD Working Group Paul Tracey Anne Duncan Dale Arvidsson Kate Heffernan Annette Zeally John Arnott	Oct-14 Ongoing	High	Funds via increased sponsorship and advertising required Explore external grant opportunities	Form a BGANZ 'Grants and Sponsorship' working group. Regional Group Council representatives to nominate a key participant by October 2015 AGM to ensure BGANZ applications harmonise with existing relationships already in place Engage with AFBG on project (via active Friends groups with capacity, grant writers etc)	Not commenced
				7.2 Encourage membership and assistance to botanic gardens and arboreta outside of Australia and New Zealand	Council, Executive Officer	Oct-15	Medium	While focussing on member benefits in Australia and New Zealand, encourage membership and opportunities for assistance for botanic gardens in the Pacific Invite botanic gardens and arboreta outside of Australia and New Zealand to attend BGANZ Congress	Develop a BGANZ 'Ambassador kit', based on Communication Toolkit for members to access and use Use Magazine to campaign for International members	Not commenced
				7.3. Identify and engage potential partners - e.g. with relevant national organisations (nursery industry, ALGA, PLA, Greening Australia)	President, Executive Officer, Council Ian Mcallister	Aug-15	Ongoing	Further involvement with NGIA 2020, National Urban Forest Alliance etc. Explore other high profile options	Investigate options for non-BGANZ key conferences and if being attended by key BGANZ 'Ambassadors' utilise this opportunity for promotion	BGANZ Vic partnership with Plant Trust Australia formally (GPCAA) continues to develop – To date

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										<p>there are 3 collections that have been duplicated and held in regional botanic gardens in Victoria</p> <p>PLA Vic/Tas and BGANZ Vic Hort Seminars are proving very successful</p>
				7.4. Formalise partnerships with international peak bodies for botanic gardens and arboreta e.g. APGA, SE Asian Botanic Gardens network, BGCI etc., and explore opportunities for mutual activity and investment	President, Council, Executive Officer	Ongoing	Ongoing	Ongoing	<p>Contact international gardens (BGANZ and non-BGANZ Members that attended Dunedin) with a formal offer of in-kind assistance</p> <p>Collate information on which botanic gardens and arboreta are already involved with international gardens outside of BGANZ and other institutions. Investigate suitable options to link with existing or new projects via these existing partnerships</p>	Not commenced
				7.5. Regular teleconference with AFBG biannually and attend AFBG Conferences	President, Executive Officer	Ongoing	Ongoing	Communication and liaison as part of MoU		Ongoing - Achieved
				7.6. Seek sponsors to increase resources for BGANZ and Members	Executive Officer Council Regional Groups	Oct-15	Ongoing	Ongoing	Identify, engage and sign up one sponsorship per regional group by October 2015. Sponsorships can be in-kind or cash	<p>BGANZ Vic attracted sponsorship from Fusion Horticulture in support of network activities</p> <p>National Rhododendron Society and Yamina Rare Plants supported Network meeting held at the National Rhododendron Garden</p>

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				7.7. Provide support for members in relation to development of partners/sponsors at the local level (web resources, training, contacts etc)	Council Executive Officer	Mar-15	Ongoing	Ongoing	Develop sponsorship toolkit	Not commenced			
				7.8. Continue to investigate options for grants	Executive Officer, Council	Mar-15	Ongoing	Explore and develop a series of projects requiring external funding	Develop sponsorship toolkit	Not commenced			
				7.9. Investigate Tax Deductible Gift Recipient status and develop action plan to achieve	Executive Officer	Apr-15	High	Explore opportunities	Report on outcome	Not commenced			
				7.10. Canvass options to increase Membership	Executive Officer, Council, Regional Groups	Dec-14	High	Ongoing	Enhance membership pages with case studies and members 'breakout' comments Develop and review complete list of every botanic garden and arboreta and contact with membership information	Not commenced Not commenced			
				7.11. Seek revenue for advertising in Newsletter	Executive Officer	Oct-14	High	Underway	Set up adverting rates page on website	Achieved			
				8. Operate BGANZ efficiently and effectively	Improve organisation planning, communication and coordination	Ensure that membership of BGANZ sees the organisation has strong governance	8.1 Undertake regular quarterly Council teleconferences to ensure information exchange and discussion of issues (Standing agenda items to include regional issues and activities)	Executive Officer, Council	Oct-14	High	Ongoing	Schedule all quarterly teleconferences until AGM 2015	Achieved
							8.2 Prepare annual budget to implement business plan	Executive Officer	Annually at AGM	High	Fee increase agreed for 2014-15 as part of budget review	Review fees at each AGM	BGANZ Vic have developed a BGANZ Vic business plan based on Council templates
							8.3 Undertake annual reporting based on the business plan- annual report to be placed on website	President, Executive Officer	Annually at AGM	Ongoing	Report to Members, CHABG, AFBG, sponsors	Report to Members, CHABG, AFBG, sponsors	Ongoing - Achieved
							8.4 Undertake business plan review	Council	Aug-14 Biennially Every 5 years	High	Until 2015, then expand to a 5 year focus with new President	Review success and forum plan at AGM 2015	
							8.5 Develop BGANZ communication/engagement plan utilising	Executive Officer, Council	Oct-15	Medium	Make BGANZ easy to promote to interested parties	Upgrade members only webpages with all key data included	Not commenced

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				communications toolkit					downloadable logo and Communications Toolkit	
		Effective and efficient administration	Improve efficiencies, time and cost savings	8.6 Investigate options for improvements to membership management system, including automated invoicing and web-based payment options.	Executive Officer	May-15	Medium		Report on progress	Not commenced
				8.7. Document web server hosting and security arrangements as part of MoU with ANBG.	Executive Officer	May-15	Medium		Report on progress	Achieved