

# BGANZ BUSINESS PLAN 2018-20

Goal	BGANZ Aim	Objective	Strategy	Specific actions	Responsibility	Timeframe	Priority	Outcomes and Review	Deliverables	Resources Required
Improve member benefits and services >	1. Provide a forum for information exchange and coordinated planning	Improve and maintain website	Keep website fresh and easy to use  What is the BGANZ communication Strategy?	1.1 Maintain website	Executive Officer	Oct-18	High	Ongoing maintenance and trouble shooting	Work with Regional Group we co-ordinators to update their informtion	
				1.2 Improve web functionality for members and public	Executive Officer, Brad Crème, Bendigo Botanic Gardens	Oct-18	High	Implement program to encourage use and educate about use.	Report at Council Meeting	
				1.3 Develop public focus communication strategy	Executive Officer, Council	Oct-18	High	Ongoing	Report at Council Meeting and AGMs	
				1.4 Review and update content	Executive Officer, Brad Crème, Regional Groups, Professional Working Groups	Oct-18	High	Ongoing	Report at Council Meeting and AGMs	
				1.5 Assess and experiment with social networking technology for increased public profile.	Executive Officer Sam Moon	Oct-18	Medium	Ongoing	Report at Council Meeting and AGM's	
		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	Ensure a BGANZ Council member presence at all conferences Encourage members outside Regional Networks boundaries (e.g. NT, WA, TAS ) to participate in conferences and be included in updates. Ensure national BGANZ developments are communicated to Regional Networks.	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	
				1.7. Maintain events calendar	Regional Groups, Web Co-ordinator, Executive Officer	Ongoing	High	Ongoing	Regional Group Chairs to provide calendar updates by January 31 annually and as required to the Executive Officer	
				1.8. Working Group Chairs to provide contact point for professional network and foster and lead communication and networking Working Group Chairs to be linked to Council position	Working Group Chairs PD BRON BGEN Communication Diversity	Oct-18 Ongoing	High	Reports due to Council minimum 1 week prior to advertised meetings and verbal report in Council meeting Set biennial targets leading up to Congress deadlines	Develop standard reporting format for Regional Group Chairs	

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		Maintain and foster professional groups	Assessment of requirement for working groups	1.9 BGANZ Council - develop scoping exercise for Plant Search Database – apply for BGCI Funding	Paul Tracey/ Executive Officer	Oct 18	High	Funding from BGCI	Project Officer and/or Voluntary Services Officer to contact Gardens and identify Plant collection databases in preparation for uploading to BGCI Database.	
				1.10 BRON - Finalise scope for database project	BRON	Oct-18	High	BGANZ Vic to survey membership Trial of proposed database in BGANZ Vic Expand to all BGANZ members	Database Toolkit of preferred database format and spread sheet templates finalised after completion of trial within BGANZ Vic. Council review presentation at Congress. Support delivery of this goal and then strategically promote to regional gardens post October 2018	
				1.11 BGEN - Develop scope for key projects	BGEN	Oct-18	High	Develop strategic plan for BGEN towards October 2019 congress. Include Care for the Rare? Climate Watch? along with development and identification of members and core botanic gardens programs	Create database of botanic gardens and arboreta education/visitors services officers  Develop core community engagement, education and interpretation skills in botanic gardens and arboreta  Prioritise interpretation of collections, tours and basics of schools education  Create links on resources page and regularly contact members	
				1.12 PDWG - Finalise PD Action Plan for consideration by Council	PDWG, President, Executive Officer John Sandham	Jan-18	High	Draft Action Plan to be finalised Incorporate all current programs, Awards, Secondment, Non-BGANZ Awards and BGANZ Mentor program. Funding required for further development - Council to investigate options to source extra funding to resource program	Develop a sponsorship proposal with key options and costs with deliverables	

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		Maintain and improve The Botanic Gardener Magazine production	Develop magazine as the key membership engagement tool	1.13 Continue themed Magazine	Magazine Co-ordinator, Executive Officer Editorial Working Group	Ongoing	Medium	Continued publication of Magazine, twice each year.	Contribute a BGANZ Professional and Regional Group update to each magazine and review method of regional group delivery to enable further buy in	
				1.14. Encourage participation of staff to share achievements and opportunities for networked involvement	Magazine Co-ordinator, Working Group Chairs	Oct 18 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.	
				1.15 Advertisers and sponsors - publicity and new opportunities	Executive Officer, Magazine Co-ordinator Partnership Director	Ongoing	High	Ensure sponsors are acknowledged in Magazine, new members are mentioned.	Acknowledge and promote sponsors  Ensure that yearly calendar of events acknowledges supporters clearly	
	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	April-19	High	Action Plan to be finalised with professional development workshops	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	
				2.2 Support professional development as part of regional network meetings	Council John Sandham	Ongoing	High	Continue roll out of Collection Planning Toolkit	BGANZ Collections Planning Toolkit Workshop  Explore opportunities for living collections and BGEN hosted training	
		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 David Sole	Oct-18	High	Report at Council meetings leading up to Wellington October 2019 Establish Council endorsed timelines	Deliver financially successful congress in 2019  Form new Council 2019 List Council endorsed reportable timelines for – keynotes, themes, approved framework.	
				2.4 Provide input and assistance with Congress matters	Council, Previous Congress hosts David Sole	Dec-18	High	Ongoing	Previous congress holders to form working group for Executive Officer to create a 'Congress Toolkit' by October 2019	

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				2.5 Provide bursary funding to assist attendance at Congress	Council	Oct-19	High	Planning towards Wellington 2019 for increased attendance by smaller gardens and arboreta, Friends groups, individuals, Asian Botanic Gardens groups etc.	Announce \$7000 worth of bursary funding by June 2019	
	<b>3. Advocate for the interests of Australian and New Zealand botanic gardens and arboreta</b>	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 <b>Peter Byron</b>	Ongoing	Medium	Ongoing	Update BGANZ collateral to form presentation folder in hard and soft copy (online) to present to potential partners	
				3.2 Strengthen relations with CHABG to better align core roles and joint promotional opportunities	President, Executive Officer <b>Judy West</b> <b>Dale Arvidsson</b>	Ongoing	Medium	Provide BGANZ reports to the Commonwealth Heads of Botanic Gardens (CHABG), Invite CHABG members to congresses and regional conferences to present, Collaborate with CHABG to report on GSPC target achievement	Create a joint MoU Align AGM  BGANZ President to attend a CHABG session every 2 years	
				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,	Ensure that latest version and subsequent edits are loaded onto the BGANZ website and distributed to new members	
				3.4 Explore further development of Australia and New Zealand- BGANZ Day	Executive Officer, Council, Regional Groups Chairs, Regional Groups, Members <b>Peter Byron</b> <b>Paul Tracey</b>	Oct-18	High	Explore options to develop further Australia and New Zealand botanic gardens day	Engage support from all Member Gardens and Australian Friends of Botanic Gardens (AFBG)	
			Harmonise relationship with CHABG							
			Develop Tourism Strategy							
	<b>4. Advocate for plant conservation and foster the plant sciences and social and cultural heritage programs</b>	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 including Care for the Rare.	

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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-19	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 2019.	
				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 2019, 2021 and 2023 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	Survey of all BG's completion for BGCI Scoping Exercise. Global Plantbank record collections management	
	<b>5. Provide policy and legislative advice affecting botanic gardens and arboreta</b>	Build awareness and capacity	Identify the key legislative tools or policy devices that BGANZ should aim to influence	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	Align with BGCI Policy statements in regard to Global Strategy for Plant Conservation, Plant Conservation Objectives and Climate Change.	
	<b>6. Promote BGANZ and botanic gardens and arboreta</b>	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 <b>Judy West</b>	May-19		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 South East Asian Association of Botanic Gardens	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	

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									Develop a BGANZ branded polo shirt available for purchase by members for promotion and at BGANZ congress/conferences	
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 Encourage membership and assistance to botanic gardens and arboreta outside of Australia and New Zealand	Council, Executive Officer	Oct-19	Medium	While focussing on member benefits in Australia and New Zealand, encourage membership and opportunities for assistance for botanic gardens in the Pacific  Contact South East Asia Association of Botanic Gardens  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	
				7.2 Identify and engage potential partners - e.g. with relevant national organisations (nursery industry, ALGA, PLA, Greening Australia)	President, Executive Officer, Council	Aug-19	Ongoing	Further involvement with NGIA 2020, National Urban Forest Alliance, AAFBG, 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	
				7.3. 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	Finalise projects with BGCI.  Contact international gardens (BGANZ and non-BGANZ Members that attended Dunedin) with a formal offer of in-kind assistance  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	
				7.4. Regular teleconference with AFBG biannually and attend AFBG Conferences	President, Executive Officer	Ongoing	Ongoing	Communication and liaison as part of MoU		
				7.5. Seek sponsors to increase resources for BGANZ and Members	Executive Officer Sophie Hastwell Paul Tracey	Oct-18	Ongoing	Ongoing	Identify, engage and sign up sponsorship. Retain existing Sponsors	

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					Peter Byron Council					
				7.6. Continue to investigate options for grants	Executive Officer, Council	Mar-20	Ongoing	Explore and develop a series of projects requiring external funding	Develop sponsorship toolkit	
				7.7. Canvass options to increase Membership	Executive Officer, Council, Regional Groups	Dec-18	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  Individual Membership Review Congress 2019	
				8.1 Undertake regular bi-monthly Council teleconferences to ensure information exchange and discussion of issues (Standing agenda items to include regional issues and activities)	Executive Officer, Council	Oct-18	High	Ongoing	Schedule all quarterly teleconferences until AGM in January of latest year.	
	<b>8. Operate BGANZ efficiently and effectively</b>	Improve organisation planning, communication and coordination	Ensure that membership of BGANZ sees the organisation has strong governance	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	
				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	
				8.4 Undertake business plan review	Council	Aug-20 Every 2 years	High	Until 2019, then expand to a 2 year focus with new President	Review success and forum plan at AGM 2019	
				8.5 Develop BGANZ communication/engagement plan utilising communications toolkit	Executive Officer, Council	Oct-19	Medium	Make BGANZ easy to promote to interested parties	Upgrade members only webpages with all key data included downloadable logo and Communications Toolkit	
				8.6 Investigate options for improvements to membership management system, including automated invoicing and web-based payment options.	Executive Officer	May-19	Medium		Report on progress	

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		Effective and efficient administration	Improve efficiencies, time and cost savings							