



# 2022 Strategic Plan

## Overview

# Vision

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To be globally recognised as a  
leading public botanic garden







# Mission

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Enrich people's lives through research, education and enjoyment of plants and other collections in a sustainable environment.



# Values

Our values inform our actions and core beliefs in all our activities through:

- Respect in the way we relate with people and our environment
- Professionalism in all our activities
- Inclusion and diversity through attitudes and behaviours
- Honesty and integrity





# Strategic Priorities

## Organisational Sustainability

Strengthen operational sustainability and support our people, mission, priorities and goals

## Garden Development

Create a public botanic garden that is a treasured community resource

## Education

Advance the garden's role as a leading centre for education in plant science, conservation and research

## Promotion and marketing

Market the garden as a desirable tourist venue and valuable community resource



# Three Year Strategic Focus— FYs 2023-2025

## Organisation

Organisational Capability: Strengthen operational sustainability and support our people, mission, priorities & goals

- Grow financial sustainability over the short and long term
- Strengthen and diversify staff and volunteers
- Optimise board strengths

## Garden

Garden development: Create a public botanic garden that is a treasured community resource

- Advance staged garden development & infrastructure
- Invest in future development preparedness
- Progress botanic collections & best practice records
- Develop plant conservation

## Education

Education: Advance the garden's role as a leading centre for education in plant science, conservation and research

- Establish education & information resource facility
- Provide learning opportunities to the community

## Promotion

Promotion and marketing: Market the garden as a desirable tourist venue and community resource

- Increase exposure of garden as a major tourist attraction
- Promote garden as educational excellence in horticulture
- Expand community collaborations

