



EUROA ARBORETUM

*...growing back the bush*

# Euroa Arboretum Strategic Plan

2022-2026



# Euroa Arboretum Strategic Plan



## Our Vision

Restoring Country: The Euroa Arboretum is a centre of excellence for ecological restoration and stewardship.

## Why we do what we do

We are driven by the need to care for country and we believe we can make a difference when we engage and connect people with the bush.





## Our Core Services

- Our Arboretum site is a demonstration of ecological restoration.
- Our Seedbank and Nursery operations offer a diverse range of Plants and Seeds for restoration projects.
- Our community programs offer education and training.
- We offer a range of volunteering opportunities for the community.
- Our Environmental Services offer advice and project management for landscape scale ecological restoration.



## Our Strengths

- Our motivated people and committed volunteer base.
- Our inclusive workplace culture
- The Euroa Arboretum is an evolving showcase of innovative ecological restoration.
- The provision of high quality, diverse plants and seed for restoration projects.
- Our specialist skills, knowledge and experience developing approaches for ecological restoration.
- Our ability to adapt to climate change and the opportunities and challenges it presents.
- Developing and maintaining our partnerships.



# Strategic Objectives

STRATEGIC GOALS	STRATEGIC OBJECTIVES	KEY TASKS
<b>LEADERSHIP AND GOVERNANCE</b>	Refine our vision and develop our strategic plan	<ul style="list-style-type: none"> <li>• Clarify and refine our vision statement</li> <li>• Develop and publish our strategic plan</li> <li>• Communicate strategic plan with key stakeholders, partners, staff and volunteers</li> <li>• Utilise the strategic plan to guide annual operational planning</li> </ul>
<b>SOUND BUSINESS AND INVESTMENT PLANS</b>	Develop business plans and investment prospectus	<ul style="list-style-type: none"> <li>• Develop business plan for each priority service offering leading to an overall business plan</li> <li>• Develop a prospectus to generate our core income</li> </ul>
<b>PROFESSIONAL AND SKILLED PEOPLE</b>	Develop a Workforce plan	<ul style="list-style-type: none"> <li>• Identify appropriate staff structure to support our growing programs and services.</li> <li>• Implement professional practices for managing staff. including ensuring up to date staff position descriptions are in place for all roles.</li> <li>• Design and implement a program of skills training and professional development for staff and volunteers.</li> </ul>
<b>CLEAR FOCUS ON CORE SERVICES</b>	Identify our priority services	<ul style="list-style-type: none"> <li>• Develop a prioritisation process for Arboretum services.</li> <li>• Develop annual operational plans for all our services.</li> </ul>
<b>PLAN FOR OUR FUTURE</b>	Review and evolve the grounds master plan	<ul style="list-style-type: none"> <li>• Review the physical design of the site for future growth and development.</li> <li>• Evaluate the grounds master plan and plan the staging of works.</li> </ul>
<b>EVALUATE OUR IMPACT AND SET GOALS</b>	Monitor and evaluate our performance and impact	<ul style="list-style-type: none"> <li>• Monitor our progress against the strategic objectives.</li> <li>• Develop a plan to evaluate our impact.</li> <li>• Plan to decrease our carbon footprint and measure progress.</li> </ul>
<b>TELL OUR STORY AND RAISE OUR PROFILE</b>	Develop an Engagement and Communications plan	<ul style="list-style-type: none"> <li>• Develop an engagement plan for potential partners, investors and key stakeholders.</li> <li>• Develop communications plan and marketing material.</li> </ul>