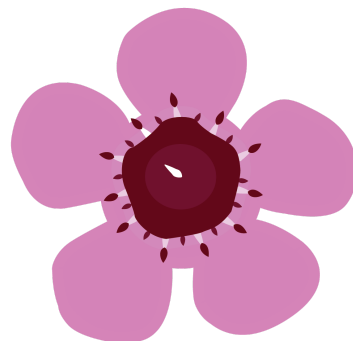




FRIENDS OF GERALDTON GARDENS (FROGGS) Inc.



STRATEGIC PLAN 2017-2020



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us on Facebook

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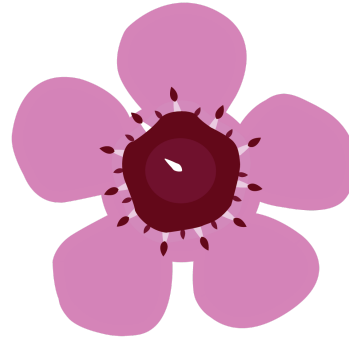


us on Instagram

www.instagram.com/froggsinc



FROGGS Purpose / Mission / Vision



***To promote and support the development of a
botanic garden in Geraldton.***



FROGGS Patron Kermit MSc

<who could we enlist as a patron of FROGGS?>



1 BACKGROUND

This is the first version of the Friends of Geraldton Gardens (FROGGS) Strategic Plan.

The 2017 – 2020 Strategic Plan is underpinned by a general undertaking and assurance by FROGGS that the implementation of all actions in the Plan will be carried out with appropriate consultation between FROGGS, the City of Greater Geraldton (CGG) and other key stakeholders.

This Plan is dynamic and will be reviewed at least annually in a process facilitated by the FROGGS Committee. This will occur within three months following the FROGGS Annual General Meeting each year.

The Strategic Plan 2017 – 2020 is formally adopted by the FROGGS Committee, as will any amendments made following review processes.

xx

Chairperson of the Friends of Geraldton Gardens Committee

<signature>

January 2017





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Document Revisions

Revision	Issue Date	Description	BY	CKD	APP
Issue 1		Approved for Issue			
1A		Draft for Review	CG		



2 ABOUT THE FRIENDS OF GERALDTON GARDENS

Friends of Geraldton Gardens (FROGGS) was established in 2015 from an idea originally conceived by the founding member, Stan Maley. A group of Geraldton residents gathered at a community workshop in January 2015 to discuss developing a local Botanic Garden. There was a shared understanding and vision that the gardens, once established, would become a significant community resource and educational facility for Geraldton and the Midwest region of Western Australia, showcasing the diverse flora of the region.

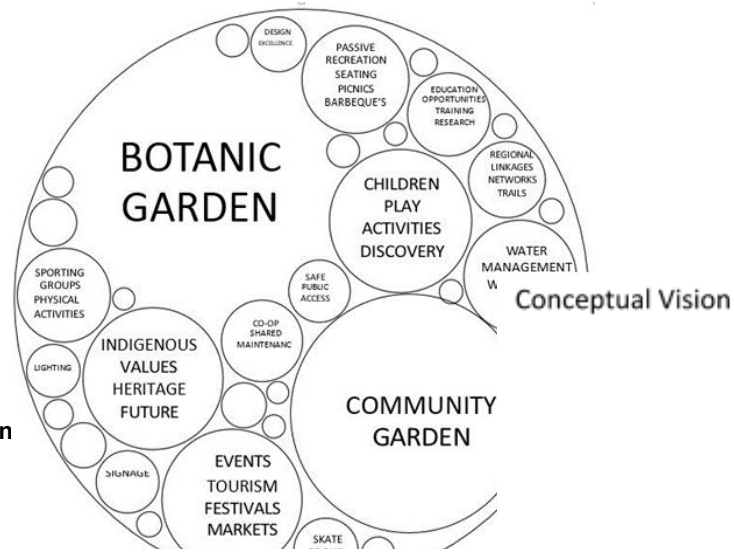
The idea grew and the Friends of Geraldton Gardens was formalised as an Incorporated community based organisation. FROGGS now has a growing number of paid members, plus numerous other supporters from within the community. Once the City of Greater Geraldton approved the use of the Maitland Park site for the gardens, the FROGGS Committee was able to progress their vision.

Key achievements to date for the FROGGS Committee include:

- Approval from the City of Greater Geraldton to develop Maitland Park as a Botanic Garden
- The development of a detailed Landscape Master Plan for the gardens
- Successful stakeholder engagement workshops held with the wider community
- A strong FROGGS membership base
- Effective communication processes including regular electronic mail outs to FROGGS members and the use of social media
- A FROGGS public profile formed through participation in events such as WA Day; Geraldton Goodness Festivals; QUAFF and Harmony Day.

The FROGGS Committee volunteer their time and services and are committed to the establishment of the Botanic Gardens. The wider FROGGS membership will provide a valuable and active volunteer support group for the gardens as they are developed in stages, over the next few years. As the garden evolves and there is increased community awareness and interest, FROGGS will initiate various activities within the garden precinct. The services of the volunteers will enrich the experience of the many visitors and tourists expected to enjoy the gardens in the future.

In early 2016 a Landscape Master Plan for the Botanic Gardens in Maitland Park was produced by REALM Studios. This provides an overarching resource that will help to inform the strategic direction and actions undertaken on the journey to realise the FROGGS vision.





3 STRATEGIC PARTERSHIPS

FROGGS recognises the importance of having strategic partnerships with all levels of Government, other community groups, business organisations and educational institutions.

The Geraldton Botanic Gardens initiative is supported by the City of Greater Geraldton (CGG) and the direction has been clearly set. The establishment of a Memorandum of Understanding with the CGG will confirm and align the partnership between FROGGS and the CGG. Other key stakeholders and supporters include: Central Regional TAFE and the Batavia Coast Maritime Institute (BCMI); the Northern Agricultural Catchments Council (NACC); the Department of Parks and Wildlife; Pollinators; Yamatji Marlpa Aboriginal Corporation (YMAC); the Geraldton Visitor Centre; Midwest Development Commission; Kings Park Botanic Gardens and garden site neighbours such as primary and secondary schools and the Anglican and Catholic churches.

FROGGS also recognises the importance of developing and maintaining relationships with other botanic gardens Friends groups and common interest organisations and associations. It is important to align interests from within all these groups with the goals of FROGGS.

4 OBJECTIVES

The Geraldton Botanic Gardens will be the only such community facility within the boundaries of the City of Greater Geraldton and beyond and will be classified as an open space facility. The theme of the garden will be to showcase the unique and diverse plants of the Midwest region, which is recognised as a biodiversity hotspot that is rich in plant and animal species and ecosystems. The area being developed will provide a recreational and educational facility and a habitat for a variety of native fauna species.

FROGGS realise that the creation of a botanic garden is a magnificent opportunity, in an expanding economic sector, to add to the tourism income of the region and also to assist the local community with access to knowledge about their local environment. The garden will also contribute to place making and the vibrancy of the Geraldton City Centre.

FROGGS will initially offer the community the opportunity to participate in the garden development, which will help to foster and ensure ongoing community interest in the gardens. Participation will lead to increased knowledge of Indigenous flora species amongst community members. Interpretive signage used in the gardens will also contribute to raising awareness and community education.

In order to achieve its objectives FROGGS will need to maintain a strong viable membership of volunteers and supporters.



OBJECTIVE 1: FROGGS PRIMARY FUNCTION

The Friends of Geraldton Gardens primary function is to work in partnership with the CGG and other key stakeholders to support the following specific objective:

- **To oversee the establishment, development and promotion of the Geraldton Botanic Gardens (GBG).**

OBJECTIVE 2: FROGGS OBJECTIVES

The primary function will be achieved through the following Friends of Geraldton Gardens goals:

- **To increase knowledge, appreciation and enjoyment of the diverse flora of the Midwest region, for the ongoing benefit and enjoyment of the community.**
- **To engage community and public interest in the activities of FROGGS and the development of the GBG.**
- **To raise funds which may be used for any purpose that benefits the GBG and FROGGS.**
- **To promote Cultural and Heritage principles and recognise the contribution of the Traditional Owners.**
- **To generate a scientific and educational focus for the advancement and dissemination of knowledge and appreciation of plants.**
- **To demonstrate sustainability principles and practices.**



- To promote the GBG, once established, as a tourist destination.



Some original FROGGS members planting their first tree in Maitland Park in June 2015



5 STRATEGIC PRINCIPLES

The Strategic Plan has been developed around six core principles that are underpinned by implementation strategies with corresponding actions. Many key activities in the Strategic Plan are dependent on third party actions meaning this plan will be reviewed at least annually and any new goals will be set in consultation with the parties involved. Whether goals have been met or not, they shall be recorded in the Action Schedule for the ensuing 12 months, until they are closed out, or become irrelevant.

PRINCIPLE 1: STRONG IDENTITY FOR THE FROGGS

- 1.1 Ensure a strong image for the Friends of Geraldton Gardens.
- 1.2 Use and promote the FROGGS logo and branding.
- 1.3 Enhance the current FROGGS publications and use of social and electronic media.
- 1.4 Obtain a suitable domain name and develop a FROGGS website.

PRINCIPLE 2: EXCELLENCE IN INTERNAL OPERATIONS

- 2.1 Develop, document and improve governance, management processes and succession planning.
- 2.2 Streamline and consolidate administrative processes within FROGGS.
- 2.3 Continue to develop and improve communication channels within the FROGGS network.
- 2.4 Appoint Sub-Committees to ensure a coordinated approach to all FROGGS activities.
- 2.5 Create a communication protocol for dealing and interacting with external organisations.
- 2.6 Prepare information and resources for new members to help progress recruitment and retention of members.
- 2.7 Develop an active volunteer's program, systems and framework for FROGGS volunteers.



PRINCIPLE 3: RESPONSIBLE FINANCIAL MANAGEMENT

- 3.1 Maintain a cash positive position with optimum financial management processes.
- 3.2 Build and diversify funding streams and establish robust funding opportunity processes.
- 3.3 Continue to develop the FROGGS identity to ensure an ongoing positive growth in membership numbers and fees.

PRINCIPLE 4: SMART PARTNERSHIPS

- 4.1 Develop and nurture a strong relationship with the CGG.
- 4.2 Continue to work with and formalise stakeholder partnerships and activities.
- 4.3 Establish long term mutually beneficial relationships with organisations that support and share the FROGGS vision.
- 4.4 Develop cooperative activities with local kindred organisations and clubs.
- 4.5 Identify and grow links with other botanic garden Friends groups to foster the exchange of ideas and resources.
- 4.6 Plan and implement “hands on” activities for community groups and schools (as the Garden evolves).

PRINCIPLE 5: PROMOTE SOCIABILITY AND COMMUNAL ACTIVITY

- 5.1 Nurture the Friends of Geraldton Gardens through a range of interesting, inclusive and enjoyable people friendly events and activities.
- 5.2 Foster relationships and involvement with cultural and heritage groups and other groups that are compatible with the spirit of the botanic garden development.

PRINCIPLE 6: STRONG PUBLIC RELATIONS

- 6.1 Raise the profiles of FROGGS and the Botanic Gardens within Geraldton and the Midwest region and beyond.
- 6.2 Market FROGGS and the Geraldton Botanic Gardens.
- 6.3 Recruit and effectively use a FROGGS Patron to promote FROGGS and the Geraldton Botanic Gardens.



6 ACTION PLAN

PRINCIPLE 1: STRONG IDENTITY FOR FROGGS

Strategies	Actions	Responsibility	Due Date	Comments and Achievements
1.1 Ensure a strong image for the Friends of Geraldton Gardens.	Advance public awareness of FROGGS. FROGGS committee members represent and present a positive image at all times. Actively seek external recognition.	FROGGS Committee	Ongoing	xx newspaper articles have covered FROGGS and the GBG in the last two years
1.2 Use and promote the FROGGS logo and branding.	Logo and branding to be used consistently to promote FROGGS on promotional material, including all documentation and correspondence.	FROGGS Committee	Ongoing	FROGGS Logo endorsed by Committee
1.3 Enhance the current FROGGS publications and use of social and electronic media.	Use electronic and social media as the primary source of information dissemination. Maintain currency of FROGGS information. Develop promotional materials and continually review publications for relevance and interest.	FROGGS Committee	Ongoing	xx people in FROGGS 'mailer' email group 300 Facebook Page likes @ October 2016 156 Instagram followers @ October 2016
1.4 Obtain a suitable domain name and develop a FROGGS website.	Investigate and procure a website domain name. Research and identify a suitable website hosting service. Plan FROGGS website layout and content. Launch the FROGGS website.	FROGGS Committee	End 2017	



PRINCIPLE 2: EXCELLENCE IN INTERNAL OPERATIONS

Strategies	Actions	Responsibility	Due Date	Comments and Achievements
2.1 Develop, document and improve governance, management processes and succession planning.	Develop relevant policies and project plans that set out good management practises and meet legal obligations. Establish guidelines for the selection of grant opportunities. Set up a central cloud repository for documentation that should be accessible to the FROGGS Committee, as appropriate.	FROGGS Committee	Ongoing	
2.2 Streamline and consolidate administrative processes within FROGGS.	Develop and streamline internal processes for triggering reminders, deadlines, agendas, etc. Set an Agenda and objectives for each FROGGS Committee meeting and circulate in advance. Use a consistent email group for FROGGS Committee communications.	FROGGS Committee	Ongoing	
2.3 Continue to develop and improve communication channels within the FROGGS network.	Refine the processes for keeping members and appropriate groups informed. Timely distribution of publications and internal documents.	FROGGS Committee	Ongoing	
2.4 Appoint Sub-Committees to ensure a coordinated approach to all FROGGS activities.	Assign sub-committees to progress significant Actions, FROGGS projects, large events and activities. Appoint a Team Leader from within the Committee for each sub-committee. Establish a reporting protocol for sub-groups to report back to the Committee. Develop an Events Calendar and circulate to members and the public.	FROGGS Committee	Ongoing	Report template for sub-committees/working groups developed
2.5 Create a communication protocol for dealing	Develop a communication protocol that ensures consistency when communicating and working with other entities on behalf of FROGGS.	FROGGS Committee	Ongoing	



and interacting with external organisations.				
2.6 Prepare information and resources for new members to help progress recruitment and retention of members.	Provide information for new members. Develop a FROGGS member's booklet. Investigate obtaining 'goodies bags' (<i>via donations?</i>) to promote FROGGS, and/or for new members.	FROGGS Committee	Ongoing	
2.7 Develop an active volunteer's program, systems and framework for FROGGS volunteers.	Establish standard guidelines for the use of volunteers. Develop and communicate a range of suitable activities for volunteer participation. Network with other organisations to share knowledge and promote volunteer activities.	FROGGS Committee	July 2017	



PRINCIPLE 3: RESPONSIBLE FINANCIAL MANAGEMENT

Strategies	Actions	Responsibility	Due Date	Comments and Achievements
3.1 Maintain a cash positive position with optimum financial management processes.	FROGGS Treasurer continues to use and improve FROGGS financial management processes. Invest and use funds from FROGGS membership and activities to progress the GBG.	FROGGS Committee	Ongoing	Treasurer submits monthly financial report. \$xxxx received from FROGGS Membership fees and donations @ October 2016
3.2 Build and diversify funding streams and establish robust funding opportunity processes.	Seek donations and sponsorship from local businesses. Develop a grants database and timeline. Develop strategies to actively identify and apply for grants from organisations and businesses. Collate key generic FROGGS information usually included in applications to simplify grant writing. Store submissions in FROGGS cloud repository, so they can be accessed by all committee members. Investigate fund raising activities by similar organisations to find ways to maximise grants and find alternative sources of funding.	FROGGS Committee	Ongoing	xx Funding applications submitted to date \$xxxx received to date via grants and sponsor donations @ October 2016
3.3 Continue to develop the FROGGS identity to ensure an ongoing positive growth in membership numbers and fees.	Attend community gatherings and events. Source FROGGS promotional materials (e.g. Banners, flyers, posters, business cards). Investigate obtaining FROGGS branded apparel (e.g. polo shirts, hats, calico bags). Advertise and promote FROGGS achievements.	FROGGS Committee	Ongoing	FROGGS have been represented at most Geraldton community events since 2015



PRINCIPLE 4: SMART PARTNERSHIPS

Strategies	Actions	Responsibility	Due Date	Comments and Achievements
4.1 Develop and nurture a strong relationship with the CGG.	Finalise MOU with City of Greater Geraldton. Establish regular contact with relevant CGG staff. Report to the CGG on FROGGS progress and planning of the GBG on a regular basis, or at least bi-annually.	FROGGS Committee	MOU in place by end 2016 Ongoing	
4.2 Continue to work with and formalise stakeholder partnerships and activities.	Ensure FROGGS Committee always includes representatives from key stakeholders where possible. Establish and maintain regular communications with stakeholders. Formalise partnership with BCMI and work closely with representatives to ensure BCMI and FROGGS goals are met. Seek partnerships/sponsorship from businesses that can contribute funding or materials required by FROGGS.	FROGGS Committee	BCMI partnership formalised by end 2016 Ongoing	FROGGS Committee currently includes NACC and BCMI reps
4.3 Establish long term mutually beneficial relationships with organisations that support and share the FROGGS vision.	Include public utilities and organisations with common interests such as Water, Environment, Heritage, Cultural and Traditional Owners into the FROGGS information loop and invite to jointly promote those interests that overlap. Invite high level representatives to attend meetings and events.	FROGGS Committee	Ongoing	
4.4 Develop cooperative activities with local kindred organisations and clubs.	Identify and strengthen lines of communication with local groups and organisations, Local and Federal Government and organisations such as Lions and Rotary and other common interest groups.	FROGGS Committee	Ongoing	
4.5 Identify and grow links with other botanic garden	Actively seek out advice and support from other Friends groups. Encourage delegate exchanges and attendance at	FROGGS Committee	Ongoing	



Friends groups to foster the exchange of ideas and resources.	relevant events.			
4.6 Plan and implement “hands on” activities for community groups and schools (as the Garden evolves).	Introduce FROGGS to local schools and interested groups using FROGGS representatives/speakers presenting interesting information and/or cooperative activities. Develop a FROGGS presenter/facilitator kit resource to be used for the above purposes. Grow the contacts formed into an additional medium to distribute information and nurture community interest and involvement.	FROGGS Committee	Ongoing	



PRINCIPLE 5: PROMOTE SOCIABILITY AND COMMUNAL ACTIVITY

Strategies	Actions	Responsibility	Due Date	Comments and Achievements
5.1 Nurture the Friends of Geraldton Gardens through a range of interesting, inclusive and enjoyable people friendly events and activities.	Generate social activities and events such as barbeques, picnics in the (GBG) park, bus trips, guest speakers, planting days, clean-ups and invite attendance from a wide range of people. Formalise agreement with CGG to use the 'room' on the Maitland Park site as a FROGGS home base. Create a storage and meeting place in 'the room'. Encourage a positive, inviting and friendly environment for volunteers, guests and visitors. Seek regular feedback from members, visitors and volunteers.	FROGGS Committee	Ongoing	FROGGS hosted activities as part of the Goodness Festival for the last two years. CGG has approved the use of a 'room' on the Maitland Park site as a FROGGS home base.
5.2 Foster relationships and involvement with cultural and heritage groups and other groups that are compatible with the spirit of the botanic garden development.	Develop areas of the garden as per the Landscape Master Plan with the involvement of cultural and heritage groups and other groups as appropriate.	FROGGS Committee	Ongoing	



PRINCIPLE 6: STRONG PUBLIC RELATIONS

Strategies	Actions	Responsibility	Due Date	Comments and Achievements
6.1 Raise the profiles of FROGGS and the Botanic Gardens within Geraldton and the Midwest region and beyond.	Develop a schedule of relevant events and opportunities where the FROGGS can attend and promote the GBG. Engage ABC OPEN Midwest film maker, Chris Lewis to capture and record the FROGGS story and GBG development over time.	FROGGS Committee	Ongoing	
6.2 Market FROGGS and the Geraldton Botanic Gardens.	Prepare a Marketing Plan. Market newsworthy events and milestones to the media and invite press attendance at events. Use FROGGS social media sites and connections to promote activities and events. Identify FROGGS 'anniversary' date and use that milestone as an opportunity to promote FROGGS.	FROGGS Committee	Ongoing	FROGGS was Incorporated on xx/xx/2015
6.3 Recruit and effectively use a FROGGS Patron to promote FROGGS and the Geraldton Botanic Gardens.	Identify and engage a suitable patron for FROGGS. Regularly communicate with the Patron to highlight FROGGS achievements and GBG progress. Provide the Patron with suitable information to use to promote FROGGS and the GBG.	FROGGS Committee	Patron appointed by Jan 2017 Ongoing	



Appendix 1– Concept Plan for the Geraldton Botanic Gardens in Maitland Park

