

Friends of the North Coast Regional Botanic Garden STRATEGIC PLAN 2024–2028



OUR AIM

To develop and promote the North Coast Regional Botanic Garden through conservation, education, and community enrichment.

OUR VISION

The garden is a valued place where people come to relax and learn, and where community can gather to be inspired by nature at the heart of the City of Coffs Harbour.

GOALS

CONSERVATION

EDUCATION

COMMUNITY ENRICHMENT

STRONG FRIENDS ASSOCIATION

COLLABORATIVE APPROACH

OBJECTIVES

- To protect and maintain the flora and fauna of the garden.
- To support scientific services in botany and ecology at the garden.
- To enhance public understanding of the importance of conserving plants and eco-systems.

- To provide quality educational infrastructure and facilities.
- To offer best practice educational programs and services.
- In collaboration with Gumbaynggirr people to develop programs for learning about Gumbaynggirr culture and use of plants.

- To offer facilities and services which enrich visitor experiences.
- To offer venues for a variety of public and private events consistent with maintaining the amenity of the garden.
- To promote the value of the botanic garden and the range of facilities and services offered.

- To maintain a well governed and progressive Friends Association.
- To fundraise effectively with responsible financial management.
- To build an active membership and to support and promote the role of volunteers.
- To communicate effectively the goals and achievements of the Friends and progress at the garden.

- To build a productive partnership with the City of Coffs Harbour in the management of the garden and on tourism strategies and other City programs.
- To expand networks and relationships with other organisations which help to advance the goals of the garden.

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PRIORITIES

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| <ul style="list-style-type: none"> • The Living Plants collection is well curated with the support of a well maintained garden database. • The Seedbank and Herbarium are upgraded to be leading edge botanical facilities for the north coast region. • A program to build skills and experience which support and enhance the conservation objectives of the garden. | <ul style="list-style-type: none"> • A range of quality guided and self-guided walks and experiences are offered on a sustainable basis. • The garden signage is upgraded to be durable and to enhance visitor understanding. • The garden provides good learning spaces to facilitate a better understanding of the natural world, including a new educational hub building. • The garden offers well designed education resources and learning programs for visitors and schools. | <ul style="list-style-type: none"> • A garden café that is thriving and is a drawcard for visitors to the garden. • The website and digital assets of the garden are well maintained to inform visitors and promote the garden. • The indoor and outdoor venues and meeting spaces are well maintained and are being well used. • The mangrove boardwalks are reopened to provide accessible educational experiences. • The rainforest and other boardwalks are in good order and are easy to navigate. | <ul style="list-style-type: none"> • An effective Friends Committee with a range of skills and experience. • A fundraising strategy in place that builds up community support. • Volunteer training and support processes are enhanced. • Regular informative updates to members and volunteers. • Effective communication systems to the wider community about achievements at the garden and the work of the Friends. | <ul style="list-style-type: none"> • A City-Friends Partnership MoU in place enabling long term planning and better collaboration. • A City-Friends Advisory Body on the garden Plan of Management (PoM) implementation is working well for the delivery of PoM objectives. • Proactive engagement with other botanic gardens via BGANZ, AAFBG and other networks to share and adopt new ideas. |
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BGANZ is Botanic Gardens of Aust. & NZ.

AAFBG is Aust. Assoc. of Friends of Botanic Gardens

This Strategic Plan, adopted by the Friends Committee on 22 January 2024, guides the development of an Annual Workplan by the Friends for the delivery of a Botanic Garden Plan of Management by the City under a Partnership Memorandum of Understanding between the Friends and the City of Coffs Harbour.