

Strategic Plan 2015 – 2020

Our Strategic Goal

Deliver sustainable and world-leading botanic gardens and parklands.

Our Vision

We aspire to be:

- World-class curators and managers of internationally valued botanic gardens, parklands and collections
- Universally recognised as making a significant contribution to the quality, understanding and enjoyment of life
- Advocates and custodians for our unique heritage and sites, and their national and international significance
- Outstanding leaders in providing exceptional science, horticultural, educational, cultural and recreational offerings
- One of the top 5 botanic gardens and parklands in the world

Our Values

Relevance: Deliver extraordinary quality and value for the community, our customers and stakeholders

Respect: We value, support and develop our people

Energetic: Innovative and adventurous

Leadership: Inspiring as individuals and as an organisation

Sustainability: Securing our environmental, social and financial future

Resilient: Adaptable and keeping focused on our core outcomes

Collaborative: With those around us, within our teams and with our partners, stakeholders and the community

Integrity: Ethical, responsible, transparent and accountable

Our Strategic Priorities

1. Grow and diversify our funding sources
2. Build a leadership, stakeholder and customer focused organisation
3. Build a world-class education capability
4. Ensure our science-based research, conservation, horticultural capacity, activities and collaborations are locally and globally relevant
5. Focus our operations on efficient and effective asset management
6. Maximise participation in all sporting, leisure activities and reflective recreation
7. Ensure our strategies and plans are current, relevant, forward-looking and our stakeholders and communities fully consulted
8. Deliver an outstanding visitor experience

Our Strategic Programs will deliver:



Securing Our Funding

We will grow and diversify our funding sources to ensure that the botanic gardens and parklands are financially sustainable and deliver value for money.

- We will seek and secure funding from government
- We will seek and achieve benevolent and sponsorship funding
- We will deliver a cost effective organisation with strong and effective governance

Building the Organisation

We will build a customer focused organisation with a high performance culture by investing in our people, training and resources.

- We will be leaders in our organisation, in our disciplines and beyond
- We will measure our performance and empower our teams to deliver world-class outcomes
- We will be accountable, transparent and diligent

Financial Sustainability

We will deliver financially sustainable, customer focused commercial activities that maximise the enjoyment and use of our spaces and facilities.

- We will grow income through intensive relationship management of existing commercial arrangements and new income opportunities
- We will build a development pipeline to optimise our funds and resources
- We will adhere to the highest standards of probity and governance

Science & Conservation

We will ensure our science-based research and conservation activities and collaborations are locally and globally relevant to the protection and preservation of our environment.

We will develop and implement four flagship science and conservation programs:

- Science Communications
- 5-Year Science Strategy
- Unlocking the Collections
- Restore & Renew NSW

Horticulture

We will deliver horticultural excellence, with botanic gardens and parklands that are locally and globally relevant to our visitors and stakeholders.

- We will deliver memorable, inspirational displays which celebrate and enhance our great places
- We will develop plans for design and collections to connect horticulture and science to a wide audience
- We will develop and harness local, national and international industry partnerships

Asset & Facilities Management

We will efficiently and effectively manage our assets to ensure the integrity and sustainability of our botanic gardens and parklands.

- We will protect and improve our great places
- We will ensure our facilities are safe, efficient and environmentally sustainable
- We will create and deliver a highly effective asset management strategy
- We will excel in contract management to ensure quality customer service

Sport, Recreation & Wellbeing

We will provide NSW's most comprehensive network of recreation, leisure and sporting facilities catering for community as well as elite sports.

- We will develop a comprehensive program of sports and maximise participation through our facilities
- We will develop world-class, sustainable sporting and leisure facilities
- We will provide opportunities for the community to improve their physical and mental health in our spaces

Strategy & Projects

Through our strategies and projects we will prepare for the future and preserve our past.

- We will deliver a well-planned and resourced Capital Investment Program that enhances our asset base and improves the visitor experience
- We will respond to our statutory obligations by developing robust strategic planning frameworks that are clearly defined for the organisation

Visitor Experience & Brand

We will deliver outstanding visitor experiences and build enduring relationships with visitors.

- We will design and implement a digital capability to reach a global audience
- We will create a comprehensive marketing, communications, tourism and visitor program which enhances our many brands, reputation and the experience of our visitors
- We will create financially sustainable events and experiences that enhance cultural, creative, sporting, health and community wellbeing whilst protecting our valued assets

Education & Knowledge

We will build a world-class education capability delivering programs to Australia and the world.

- We will develop and grow the suite of education, community and knowledge programs to reach local, national and global audiences
- By delivering inspiring experiences, we will be leaders in innovative digital learning, sustainable outdoor education, science and community engagement
- We will create advocates and a new generation of supporters for our botanic gardens and parklands