



Port Macquarie Community Gardens Inc

# Strategic Plan 2021-2025

**GROWING FOOD AND  
COMMUNITY**

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**Port Macquarie Community Gardens Inc**

PO Box 5702

PORT MACQUARIE BC NSW 2444

Email: [info@thelostplot.org.au](mailto:info@thelostplot.org.au)

Web: [thelostplot.org.au](http://thelostplot.org.au)

ABN 20 785 050 010

## Message from the Committee

Welcome to our second strategic plan. This plan summarises our vision for the future of Port Macquarie Community Gardens Inc, setting out key directions we aim to pursue to ensure our garden continues to develop and adapt, while always remaining a vibrant and worthwhile part of our local community.

In October 2020, the committee, along with some long term and some new members, held a one day workshop, to undertake a risk assessment, review our strategic directions and identify priorities for the coming five years.

In our first strategic plan (2015-2020) The Lost Plot committed to establish and support community garden(s) as places which encourage opportunities for:

- Sharing knowledge and skills
- Building and strengthening community connections
- Sustainable living with a focus on food
- Health and education
- Growth and reflection
- Celebration, arts and creativity

These goals (our purpose) remain meaningful today, and we are very proud of the achievements made: and the wonderful growth and development of The Lost Plot since its humble beginnings in 2014.

Of course, there is always more to do, so in this plan, we set out the main focus areas and objectives to continue the development of the garden, while remaining true to our core values.

Each year we will review our strategic directions, consider any new or emerging opportunities and risks, and lay out an annual plan to step us along the path we set out here.

We thank our many members and supporters and invite you to join us as we continue to grow our garden(s) together.

## Our vision, purpose and values

### Our vision

#### Growing food and community

Our vision for the garden is for a thriving community resource that welcomes, inspires and involves our community, and helps people learn about and participate in growing healthy food and living sustainably.

### Our purpose

To develop and support community garden(s) as places that encourage opportunities for:

- Sharing knowledge and skills
- Building and strengthening community connections
- Sustainable living with a focus on food
- Health and education
- Growth and reflection
- Celebration, arts and creativity

### Our values

Port Macquarie Community Gardens Inc commits to carry out all activities in accordance with our core values:

#### Participation

We work together and encourage participation, cooperation and sharing our knowledge, skills, and ideas.

#### Inclusiveness

We are open to people from all backgrounds, welcome diversity and aim to be flexible to suit the needs of our members.

#### Respect

We value the abilities, knowledge and achievements of our members and others we interact with, and respect people's feelings, wishes and rights.

#### Environmental Integrity

We always act in ways that promote and support a healthy environment.

# Our strategy map



# Our objectives and action areas

## Focus area 1

### Our people

#### What we will deliver

Our members will be engaged, informed and connected. We have the following objectives:

Objective	What this means	What we will do	
New members are welcomed and informed about the garden	We have effective processes to communicate with new members, and to induct them into the functioning of the garden	Maintain and regularly review processes for welcoming and inducting new members	
Members are involved in the garden in ways that suit them	Members can contribute to the garden through working bees, or by volunteering their time for other tasks. We will continue to develop creative ways to involve and support members.	Regularly review and adapt working bees	Identify and offer new opportunities for member involvement
A viable, effective committee	We have a mix of experienced and new committee members actively participating	Efficiently manage the administrative burden	Engage some new committee members each year

## Focus area 2

# Our infrastructure

### What we will deliver

We will purchase, design, construct and maintain appropriate structures and equipment that are safe, useful and sustainable. We have the following objectives:

Objective	What this means	What we will do
Our structures and equipment meet our evolving needs	We plan for future needs and replace existing structures and equipment when required	Regularly review infrastructure needs and address as required
We plan and procure materials and equipment in ways that are environmentally and economically responsible	We seek to use sustainable materials and operate within the available budget	Research materials and equipment that fit our criteria Appropriate consultation processes for project planning and purchasing

## Focus area 3

# Community engagement

### What we will deliver

Our community will be interested, informed and involved about what we do. We provide many ways for the community to learn about, participate in and support our garden. We have the following objectives:

Objective	What this means	What we will do	
The Lost Plot is well known and positively regarded in the community	We use a variety of methods to communicate with our community to maintain visibility and a positive image for the garden(s)	Create and action measurable targets for social media and other online activity	Offer garden visits, open days and other opportunities for the community to visit or interact with the garden
Connections between people	The garden facilitates and promotes opportunities for friendship and involvement	Offer a space for people to meet and interact	
Growing community knowledge and skills in gardening and sustainability	We regularly offer and/or contribute to learning opportunities	Run a range of workshops and other educational activities	Use our online platforms to provide enduring information to complement other education activities
Effective collaborations	We engage in mutually beneficial relationships with other organisations	Partner with appropriate organisations where we have capacity	Provide advice and support for organisations seeking to set up community gardens



## Focus area 4

# System efficiency

### What we will deliver

We run our garden using systems and processes that are clear, consistent, effective, safe and simple. We have the following objectives:

Objective	What this means	What we will do
Safe, straightforward and sustainable garden practices	We follow clear, workable processes for the different activities in the garden, including: seed collection and storage, propagation, sales, equipment, incident management, meetings	Continually refine our practices and processes Regularly review our policies and update and/or add new policies as required
Members and visitors are aware of and adhere to our policies, practices and processes	We ensure all garden functions are appropriately and comprehensively communicated to all members	Where appropriate, document the steps involved in garden processes and ensure the information is available to members

Focus area 5  
 Financial viability

**What we will deliver**

We provide good governance and responsible financial management. We have the following objectives:

Objective	What this means	What we will do	
Sufficient resources to meet our needs	We will manage our money carefully and undertake fundraising and grant applications to meet our needs	Continue to encourage new members and renewals	Monitor grant opportunities and apply as needed
		Plan and undertake fundraising activities	Seek ways to achieve cost efficiencies