



STRATEGIC PLAN 2014–2019

Our mission: To promote and develop plant conservation in Australia.

Our vision: that Australia's native plant diversity and habitats are valued and safeguarded

<i>Our priorities:</i>	Contributing to the protection, awareness and appreciation of Australia's native plants and their habitats	Bridging science, policy and management to improve conservation	Encouraging community involvement and participation in plant conservation	Developing partnerships among Australian and international organisations involved in plant conservation	Facilitating conservation of Australian native plants
<i>What we do:</i>	Publishing research and practical guides for plant conservation	Information and knowledge sharing	Training and workshops	Conferences, forums and broader networking	Practical research and conservation

Our Objectives and strategies for 2014–2019

<i>Objective 1: Knowledge transfer</i> <i>To facilitate the exchange of high quality plant conservation information between scientists, conservation practitioners, policy and decision makers, and the community.</i>	<i>Objective 2: Partnerships and collaboration</i> <i>To underpin ANPC activities with strategic partnerships that facilitate on-ground plant conservation.</i>	<i>Objective 3: Research and conservation</i> <i>To undertake research and practical conservation efforts for Australian native plants</i>	<i>Objective 4: Organisational profile and standing</i> <i>To improve ANPC's profile and professional standing amongst the plant conservation community.</i>	<i>Objective 5: Corporate Governance</i> <i>To sustain ANPC's viability through well managed financial and human resources and growth in membership and involvement.</i>
1.1 Provide practical training in plant conservation techniques. 1.2 Contribute to information and technology sharing between scientists, conservation practitioners, policy and decision makers, and the community. 1.3 Publish, disseminate and review technical guidelines and standards for plant conservation. 1.4 Advocate plant conservation in the broader community.	2.1 Maintain a strong relationship with the Australian National Botanic Gardens as the hosting organisation of the ANPC. 2.2 Establish and strengthen national and international partnerships. 2.3 Maintain and strengthen relationships with and among organisational sponsors, supporters, agencies and community. 2.4. Encourage participation in ANPC and plant conservation generally	3.1 Seek new opportunities to undertake collaborative research and conservation efforts 3.2 Facilitate, or assist with, research and practical conservation efforts to improve the management of Australian native plants. 3.3. Analyse and anticipate trends in conservation issues to inform practice and policy	4.1 Provide effective, professional and timely services to members, sponsors, agencies and community. 4.2 Actively promote ANPC, its activities and its expertise, both in Australia and internationally. 4.3 Establish regional and thematic ANPC groups to investigate mechanisms for increasing membership and enhancing the profile, standing and effectiveness of ANPC and its partners	5.1 Secure funding to support the ANPC and its activities. 5.2 Ensure the ANPC national office has appropriate resources and management systems 5.3 Meet project and financial reporting requirements.

ANPC Strategic Actions July 2014 – June 2015

Strategies	Actions	Tracking/ ongoing reporting
Objective 1: to facilitate the exchange of high quality plant conservation information between scientists, conservation practitioners, policy and decision-makers and the community		
1.1 Provide practical training in plant conservation techniques.	<ul style="list-style-type: none"> Identify new opportunities for technical training. Organise workshops/courses. 	
1.2 Contribute to information and technology sharing between scientists, conservation practitioners, policy and decision makers, and the community.	<ul style="list-style-type: none"> Publish quarterly editions of <i>Australasian Plant Conservation</i>, which include articles about science and practical conservation. Review outcomes of APCC10 conference, and set goals for next national forum and conference Contribute submissions and other relevant feedback to inform policy development relating to plant conservation, both in Australia and internationally. Identify development opportunities for new content on 'Issues and Resources' pages of ANPC website. 	
1.3 Publish, disseminate and review technical guidelines and standards for plant conservation	<ul style="list-style-type: none"> Make practical guidelines accessible (by purchasing) online. Identify topics/areas of demand for new guidelines. 	
1.4 Advocate plant conservation in the broader community.	<ul style="list-style-type: none"> Maintain effective communication through the ANPC website, social media, workshops and monthly e-newsletter. 	
Objective 2: to underpin ANPC activities with strategic partnerships that facilitate on-ground plant conservation		
2.1 Maintain a strong relationship with the Australian National Botanic Gardens as the hosting organisation of the ANPC.	<ul style="list-style-type: none"> Explore projects that will support ANBG's plant conservation objectives as outlined in the ANBG Plan of Management. Comply with agreements outlined in the Memorandum of Understanding between the ANPC and the ANBG. 	
2.2 Establish and strengthen national and international partnerships	<ul style="list-style-type: none"> Establish and strengthen partnerships and collaborations with industry, government, non-government and community organisations such as the Australian Seed Bank Partnership (ASBP) and the Society for Ecological Restoration Australasia (SERA). Develop a protocol for acknowledging sponsor contributions. Actively seek New Zealand material for inclusion in <i>Australasian Plant Conservation</i> 	
2.3 Maintain and strengthen relationships with and among organisational sponsors, supporters, agencies and community.	<ul style="list-style-type: none"> Prepare an ANPC information/promotional/capabilities package. Maintain regular contact with organisational sponsors and supporters. 	
2.4 Encourage participation in ANPC and plant conservation generally	<ul style="list-style-type: none"> Identify, collaborate and support regional plant conservation projects and initiatives Increase web links between ANPC and other conservation organisations; Develop targeted ANPC-awareness campaigns Integrate with the promotional strategies under Objective 4. 	
Objective 3: To undertake research and practical conservation efforts for Australian native plants		
3.1 Seek new opportunities to undertake collaborative research and conservation efforts.	<ul style="list-style-type: none"> Promote ANPC research collaboration and technical capabilities. Consult relevant stakeholders about potential research and conservation collaborations. Seek funding for new projects through grant applications as opportunities arise. 	
3.2 Facilitate, or assist with, research and practical conservation efforts to improve the management of Australian native plants.	<ul style="list-style-type: none"> Facilitate/assist with research on the biology, ecology, <i>ex situ</i> propagation and recovery of Australian native plants. Encourage/assist with publication and presentation of findings of research focusing on the conservation of Australian native plants. Facilitate/assist with practical conservation efforts, both <i>ex situ</i> and <i>in situ</i>, for Australian native plant species 	

Strategies	Actions	Tracking/ ongoing reporting
3.3. Analyse and anticipate trends in conservation issues to inform practice and policy	<ul style="list-style-type: none"> • Pre-empt and advocate the need for resources and knowledge for implementation of future Government programs and policies • Attend, where appropriate, briefing and round table events about conservation issues and policies/policy directions 	
Objective 4: to improve ANPC's profile and professional standing amongst the plant conservation community		
4.1 Provide effective, professional and timely services to members, sponsors, agencies and community.	<ul style="list-style-type: none"> • Keep membership lists up-to-date. • Prioritise correspondence to ensure timely response to all ANPC queries. • Develop and distribute a sponsorship profile package. 	
4.2 Improve the profile of ANPC, both in Australia and internationally.	<ul style="list-style-type: none"> • Insert notices in bulletins/newsletters of relevant societies about ANPC and its value. • Develop and distribute an ANPC promotional package. • Develop a strategy to increase membership and retain members, in particular a focus on corporate members for the 2014-15 period. • Increase the geographical reach and frequency of workshops and training programs • Update the ANPC website and include functionality for online payment of membership fees and donations. • Promote ANPC at (non-ANPC) conferences and through networking with scientific, industry, non-government and government organisations and community groups. • Review and renew corporate membership strategies 	
4.3 Establish regional and thematic ANPC groups to investigate mechanisms for increasing membership and enhancing the profile, standing, and effectiveness of ANPC and its partners.	<ul style="list-style-type: none"> • Maintain and develop thematic working groups to undertake business or strategic activities. • Consult ANPC members, participants at ANPC conferences, workshops and training events, and other stakeholders to identify possible activities for new working groups. • Provide support (in-kind) for working group initiatives. 	
Objective 5: to sustain ANPC's viability through well managed financial and human resources and growth in membership and involvement		
5.1 Secure funding to support the ANPC and its activities.	<ul style="list-style-type: none"> • Increase ANPC membership. • Seek funding, including sponsorship and donations (from industry and government organisations and from members). • Monitor and track funding opportunities relevant to ANPC. 	
5.2 Ensure the ANPC national office has appropriate resources and management systems.	<ul style="list-style-type: none"> • Maintain an appropriate level of staffing to undertake ANPC activities and business functions. • Seek volunteer support for activities and programs. • Provide office support, including mentoring, adequate supervision and suitable training for staff and volunteers. • Review office information management systems • Establish repository on website for policy, procedures and decisions of the Committee, to facilitate continuity of practice 	
5.3 Meet project and financial reporting requirements.	<ul style="list-style-type: none"> • Maintain appropriate financial management and reporting systems. • Provide timely reporting to funding authorities in accordance with project specifications. • Present statutory annual audited financial statements to each Annual General Meeting. • Provide periodic financial statements to the ANPC committee and staff. 	