



FRIENDS OF THE MELTON BOTANIC GARDEN (FMBG) Inc.

STRATEGIC PLAN 2022-2026



CONTENTS

1	FMBG PURPOSE	1
2	BACKGROUND	2
3	INTRODUCTION	3
4	STRATEGIC PARTNERSHIPS	5
5	FMBG OBJECTIVES	6
6	STRATEGIC PRINCIPLES	8
	APPENDIX 1 MELTON BOTANIC GARDEN MAP	11
	GLOSSARY.....	12

Acknowledgement of Country

The FMBG acknowledge the Traditional Owners of the land which has a history that began with its indigenous occupants, the Kulin Nations. We pay our respects to the Kulin Nations people, to their ancestors, to their Elders present and emerging and to their descendants. We honour first peoples continuous spiritual connection to land and waterways and respect the continuous commitment to care for Country. We acknowledge and pay respect to all Aboriginal people or first Nations people, who call these lands home.

FMBG Details

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Draft Issue 3	2021	Major revision of plan	Comm	Comm	JB
Rev b	Dec 2020	Reviewed and updated	JB	Comm	JB
Rev a	Sept 2016	Updated actions list	JB	Exec	JB
Rev a	March 2016	Updated actions list	JB	Exec	JB
Rev a	Sept 2015	Reviewed and updated	DP/JB	Exec	JB
Issue 2	06/01/2014	Final Review & Approved for Issue	DP/JB	Exec	
Rev c	20/01/2013	Final Review & Approved for Issue	DP	Exec	JB
Rev b	2/10/2012	Reviewed and updated	DP	Exec	JB
Rev a	16/01/2011	Reviewed and updated	DP	Exec	JB
Issue 1	19/01/2010	Approved for Issue	DP	Exec	JB
1A	19/01/2010	Draft for Review	DP		

1 FMBG PURPOSE



**Friends of the
Melton Botanic Garden Inc.**

To enrich the community and the environment by fostering, promoting and supporting the development and activities of the Melton Botanic Garden



**FMBG Patron
Jane Edmanson OAM**

Awards

"Protection of the Environment" Keep Victoria Beautiful Sustainable Cities 2018

"Best Environmental Development NPO Western Melbourne" Australian Enterprise Awards 2017, APAC Insider Magazine

"Resource Recovery and Waste Management" Sustainable Cities Keep Victoria Beautiful Award 2016

"Best Community Enterprise" Westwaters Melton Business Excellence Awards 2015

"Best Community or Not-for-Profit Organisation" Powercor Melton Business Excellence Awards 2014

"Community Action and Leadership" Keep Australia Beautiful Victoria Sustainable Cities Awards 2013

"Best Community or Not-for-Profit Organisation" Powercor Melton Business Excellence Awards 2012

"Leaders in Sustainability" Powercor Melton Business Excellence Awards 2011

2 BACKGROUND

This Strategic Plan is based on the premise of an on-going, mature, actively communicative and positive relationship between the Friends of the Melton Botanic Garden (FMBG) and the Melton City Council (MCC).

In the case of the FMBG this relationship is recognised and expressed in a Memorandum of Understanding (MOU) of the partnership arrangements signed by the President of the FMBG and the authorised signatory for the MCC.

The FMBG Strategic Plan Issue 1 was released in 2008 and has undergone reviews and revisions as part of our continual improvement process.

The 2022 – 2026 Strategic Plan is underpinned by a general undertaking and assurance by the FMBG that the implementation of all actions in the Plan will be carried out with appropriate and due consultation between the FMBG and MCC and that all actions are enabled by the current Constitution of the Friends and its bylaws.

Importantly, the strategies and actions are consistent with the frameworks of the Australian Association of Friends of Botanic Gardens Inc, Botanic Gardens of Australia and New Zealand and Botanic Garden Conservation International and similar associations.

The Strategic Plan is a dynamic one and will be reviewed regularly and at least annually in a process facilitated by the FMBG Committee. This will involve an Action Plan review within 3 months following the FMBG's Annual General Meeting each year.

The Strategic Plan is formally adopted by the FMBG Committee, as will any amendments made following regular reviews.



1 Western Australian and South Australian Display Bed. Photo: D. Reynolds

3 INTRODUCTION

Friends of Melton Botanic Garden

The Friends of the Melton Botanic Garden (FMBG) was initiated in 2003, by a group of Melton residents keen to see a Botanic Garden that would become a significant community interest and educational facility for Melton and the surrounding district.

Unlike many Friends Groups throughout Australia which were established to support the strategic priorities of existing Botanic Gardens, the FMBG oversaw the creation of the Garden, seeking support from Council and developing the relationships and structures required to see a garden come to fruition.

This idea grew to the point where FMBG now has a solid and growing membership of paid members, corporate members, associate members plus numerous supporters in the community. The FMBG has a strong relationship with the Melton City Council (MCC) which is demonstrated through the Memorandum of Understanding (MOU). FMBG works in partnership with the MCC to manage the Melton Botanic Garden. Both groups work strongly towards promoting the Botanic Garden.

The current FMBG membership provides a valuable and active support group for supporting the development, maintenance, activities and promotion of the Melton Botanic Garden. The FMBG currently donates many hours of voluntary time each year on garden development and maintenance, environmental conservation, Clean-up Days, Grow the Garden Days, water testing, wildlife monitoring and managing community involvement in the Botanic Garden. Specific groups have so far centred on plant propagation, restoration of indigenous vegetation along Ryans Creek and the main lake and planning and developing the major themed areas of the Botanic Garden (refer to Appendix 1 for a map of the garden showing development). As of 2021, ninety percent of the Botanic Garden is established or under development.

Friends of the Melton Botanic Garden Nursery

The FMBG nursery was established in 2013. The nursery creates both a funding channel for the FMBG, as well as propagating some plants for the garden.

Melton Botanic Garden

The Melton Botanic Garden (MBG) was gazetted in February 2011 and officially opened by Governor of Victoria, Hon. Linda Dessau in October 2017.

The FMBG developed a concept plan in 2006 and participated in the resulting landscape design for the Botanic Garden. In December 2010 MCC formally endorsed the Melton Botanic Garden Master Plan which is based on the Landscape Design Plan. A Master Plan Review was commenced in December 2018, the outcome of which is expected towards the end of 2021.

The Melton Botanic Garden is now a premier tourist destination in Melton that is well supported by the Friends and Melton City Council.

Future Plans

As the Botanic Garden develops and there is increased public interest in the growing garden, the FMBG will initiate various activities within the Melton Botanic Garden precinct providing visitor services which would not otherwise be available and work towards establishing a Botanic Garden Centre.

These visitor services will include: providing guided tours, printed and online information for the Garden; staffing of an Information Centre and exhibitions within the Garden; exhibiting examples of environmental conservation and sustainability; and enriching the experience of the Garden for residents, visitors and tourists.

While management of the Garden is currently overseen by Committee and a Working Party, the ultimate plan is for a CoM to be created. The FMBG will work with Council and the recommendations in the Revised Master Plan to further enhance the Melton Botanic Garden, its activities and the FMBG/MCC partnership.



2 FMBG activities and the garden

4 STRATEGIC PARTNERSHIPS

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

The FMBG 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 the strong interest from within these groups with the goals of the FMBG.

The MBG initiative is actively supported by the MCC and the direction has been clearly set by the Master Plan. The establishment and ongoing review of the MOU confirms and aligns the partnership between the FMBG and MCC.

An MBG Committee of Management has been identified as a critical step in the process to enable a number of key initiatives to take place to progress the Botanic Garden together with appropriate ongoing grants to finance activities and development.



3 FMBG Committee Members at the Venture Melton Business Summit

5 FMBG OBJECTIVES

The Melton Botanic Garden is currently the only such community driven botanic garden within the Outer Urban Growth Boundaries of Western Melbourne and beyond. The MBG is classified by MCC as a regional open space facility. The garden showcases: plants from low rainfall regions, plants that are drought tolerant and environmental sustainability principles. The garden provides a habitat for various flora and fauna. It provides a passive recreational facility and gathering place for people. The indigenous planted and remnant areas of the garden should be classified as nature reserve areas for conservation of flora and fauna.

FMBG propose, as outlined in the Master Plan, to offer community education in flora identification and the opportunity for participation in the botanic garden development and maintenance which will ensure the future community interest in the gardens.

In order to achieve its objectives, the FMBG needs to maintain a strong viable membership of volunteers. It will also need to be a lean, nimble and agile organisation. Strategic opportunism is often required, whereby an opportunity arises that is not in the Strategic Plan, but is evaluated as a new opportunity that should be incorporated.

FMBG forms partnerships with businesses, organisations and community groups to help achieve our initiatives. Partnerships may be formal or informal. A number of partnerships and successes have been achieved through joint grant applications and/or funding contributions by the partners involved.

FMBG is a learning organisation which interacts with other botanic gardens, the BGANZ network and other Friends groups to seek and share ideas and look for ways to improve what we do. The FMBG network also includes Melton City Council, businesses and community organisations.

The FMBG is committed to continuous improvement and as a volunteer organisation endeavours to achieve the best it can with the resources it has.

The MBG is a major tourism attraction for Melton and FMBG needs to continue to enhance the visitor experience through signage, education and relevant activities. FMBG will work with relevant authorities to phase out non-aligned activities to protect the garden, such as fishing.

The strategic objectives must align with the FMBG mission “To enrich the community and the environment by fostering, promoting and supporting the development and activities of the Melton Botanic Garden”.

FRIENDS' PRIMARY FUNCTION

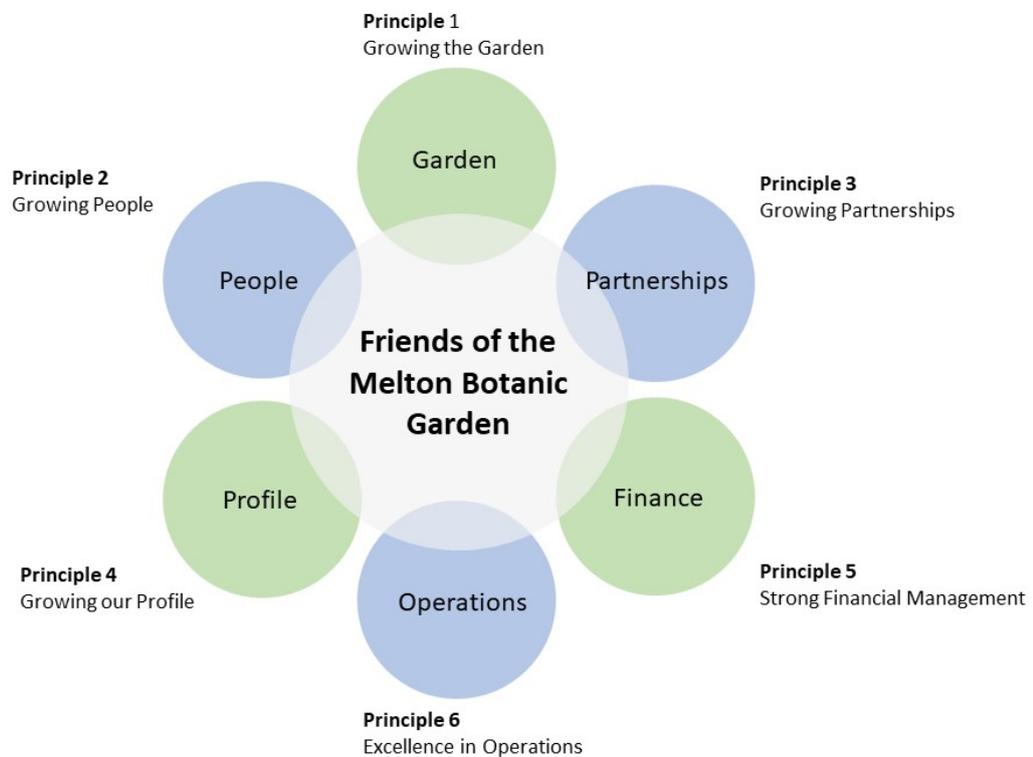
- To maintain a strong Friends of the Melton Botanic Garden group to be able to oversee the implementation, development, maintenance, promotion and activities of the Melton Botanic Garden and FMBG.

FRIENDS' OBJECTIVES

- To increase knowledge and appreciation of plants, their significance and conservation local and globally, for the ongoing benefit and enjoyment of the community.
- To engage community and public in the activities of the MBG.
- To raise funds which may be used for any purpose being of benefit to the MBG and FMBG.
- To promote the MBG as a premier tourist destination.
- To demonstrate sustainability principles.
- To develop a scientific and educational focus for the advancement and dissemination of knowledge and appreciation of plants.
- To increase knowledge, appreciation and enjoyment of Australia's flora and fauna heritage.
- To promote Cultural and Heritage principles and recognise the Traditional Owners.
- To operate a nursery to propagate and raise funds.

6 STRATEGIC PRINCIPLES

The Strategic Plan has been developed around six core principles underpinned by implementation strategies with corresponding actions. Because key activities in the Strategic Plan depend on third party actions this plan must be reviewed every 12 months and where goals have not been met, new goals should be set with consultation between the parties involved. Whether goals have been met or not, they shall be recorded in the Action Plan for the ensuing 12 months, until closed out or become irrelevant.



4 The six FMBG Strategic Principles

PRINCIPLE 1: GARDEN - growing the garden

- 1.1 Develop, maintain and enhance the garden
- 1.2 Create a framework for review of all garden projects
- 1.3 Develop, maintain and enhance signage within the garden
- 1.4 Enhance Collections and Records Management Systems
- 1.5 Create and enhance a library of garden resources

PRINCIPLE 2: PEOPLE - growing people

- 2.1 Nurture FMBG members and volunteers through a variety of opportunities to increase health and safety, education, networking and improving self-confidence.
- 2.2 Ensure membership is available to all and promote the benefits of FMBG membership.
- 2.3 Create opportunities to ensure FMBG is welcoming and inclusive.

PRINCIPLE 3: PARTNERSHIPS - growing partnerships

- 3.1 Nurture and improve a strong relationship with the MCC.
- 3.2 Establish a Committee of Management to guide the strategic direction of the MBG.
- 3.3 Establish and nurture long term mutually beneficial relationships with organisations to assist with FMBG objectives.
- 3.4 Continue and expand activities for the public, groups and schools.
- 3.5 Foster and strengthen relationships and involvement with cultural and community groups which are compatible with the MBG and FMBG.
- 3.6 Establish and nurture relationships with businesses and Corporate Members to support the development and promotion of the FMBG and MBG.
- 3.7 Provide opportunities for research at the Melton Botanic Garden.

PRINCIPLE 4: PROFILE - growing our profile

- 4.1 Create and maintain a strong identity, brand, image and awareness for the FMBG
- 4.2 Create and maintain a strong identity for the Garden as a place to visit, use and enjoy
- 4.3 Enhance and develop a range of communications tools and channels to support the above.
- 4.4 Ensure the MBG is an experience that visitors enjoy and share with others.

PRINCIPLE 5: FINANCE - strong financial management

- 5.1 Maintain a cash positive position with optimum and compliant financial management processes.
- 5.2 Develop programs to deliver positive growth in membership.
- 5.3 Investigate diversification of funding streams.
- 5.4 Develop clear guidelines to select and fund projects.

PRINCIPLE 6: OPERATIONS - excellence in operations

- 6.1 Develop, document and improve governance, management processes and succession planning.
- 6.2 Streamline administrative processes within the FMBG.
- 6.3 Improve communication channels within the FMBG.
- 6.4 Create a communication protocol for dealing and interacting with external organisations.
- 6.5 Update and review information and processes for new members to improve recruitment and retention of members.
- 6.6 Continue an active volunteer's program, systems and a framework for FMBG volunteers.

The Strategic Plan is implemented through the FMBG Action Plan.
The FMBG Action Plan is a separate document

Appendix 1 Melton Botanic Garden Map

Melton Botanic Garden



GLOSSARY

Term	Meaning
Associate Member	Is for 'friends' of the FMBG who share a likeminded interest or where normal membership may result in a conflict of interest or they are unable to join as a member or corporate member. Associate members foster and support the work the FMBG. If the associate membership is for a group only one person from that group may be nominated, which is usually the Secretary or President of the group. Associate Members encourage their individual members to join as direct members. Examples of Associate Members include: other clubs, community groups, public or government organisations and schools
BGANZ	Botanic Gardens of Australia and New Zealand. BGANZ is a 'not for profit' peak industry body formed to build and maintain links with relevant national and international bodies, to benefit our member gardens across Australia and New Zealand. https://www.bganz.org.au/
Botanic Garden	" <i>Botanic gardens are institutions holding documented collections of living plants for the purposes of scientific research, conservation, display and education.</i> " - International Agenda for Botanic Gardens in Conservation
Community Group	A group or organisation works for the public benefit or service to the community, usually in the local community or City of Melton. Examples include Melton Residents Association, sports clubs, church groups.
Corporate Member	Businesses who are members of the FMBG and through their membership may provide direct support, sponsorship or discounts to FMBG or the garden
FMBG	Friends of the Melton Botanic Garden. https://fmbg.org.au/
FMBG Committee	Individual members nominated and elected to provide oversight of all aspects of FMBG
FMBG Executive	Comprises of the FMBG members elected to the elective positions of : President, Vice-President, Secretary and Treasurer. The Executive can make decisions to ensure FMBG functions. This ability normally granted by the Committee.
FMBG Network	Any group, organisation or person which FMBG engages with and shows interest in FMBG to be contacts that are potentially beneficial in developing the garden or supporting FMBG.
IrisBG	The botanic database used by FMBG to record the plant collection and associated plant management. https://www.irisbg.com/
Member	Has fully paid their membership fee in the current financial year. All membership applications are approved or rejected at a Committee Meeting.
MBG	Melton Botanic Garden - the physical space and grounds on/from which the FMBG operate. The Friends manage and develop the garden
MCC	Melton City Council
MCC MBG Liaison Officer	A council officer who is the initial point of contact for Melton City Council for matters relating to the Melton Botanic Garden

MEG	Melton Environment Group
Partner	Any organisations that have entered into an agreement or joint project with FMBG. Agreements may formal or informal.
Strategic opportunism	Is the ability to remain focused on long-term objectives while being flexible enough evaluate and incorporate new opportunities
Service Club or Group	Examples of service clubs are Rotary and Lions, groups are garden clubs and Men's groups
Sponsor	An organisation or person donating funds or goods to support FMBG or the MBG. Official sponsors will enter into an agreement with FMBG.
Supporter	An organisation or person showing support FMBG or the MBG
Volunteer	<p>Someone who willingly gives their time to help the FBMG. There are a number of types of volunteers:</p> <ol style="list-style-type: none"> 1. An FMBG member who regularly helps and has completed the FMBG Induction and has a current Working With Children. 2. one-off volunteer who helps at an FMBG activity 3. People in organisations who help at an FMBG activity such as school groups and community groups as a group activity. <p>https://www.fmbg.org.au/volunteer.htm</p>
Working Party	A committee or group appointed to study and report on a particular situation, project or issue and make recommendations based on its findings.