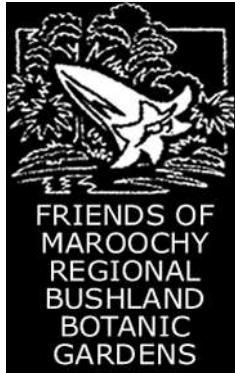


*Friends of the Maroochy
Regional Bushland
Botanic Garden Inc.*



*Strategic Plan
January 2004 - December 2009*

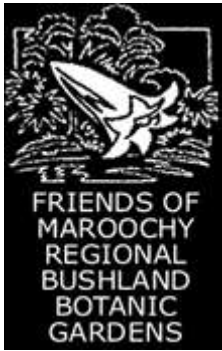
The purpose of this Strategic Plan is to clarify and align our Vision, Mission, Values and Principles to assist us in our role in the establishment of the Maroochy Regional Bushland Botanic Garden at Palm Creek Road Tanawha.

Introduction

The Friends of the Maroochy Regional Bushland Botanic Garden Inc is an incorporated not for profit community organization. This organization was formed in May 1996 by Maroochy Shire Council to provide community input and support for the establishment of a Regional Botanic Garden in Maroochy Shire.

The Friends of the Maroochy Regional Bushland Botanic Garden Inc have been involved in all aspects of the establishment and maintenance of the Botanic Garden including site selection, funding, community consultation and awareness, master planning, volunteer labour, construction and maintenance.

His Excellency the Governor of Queensland, Major Arnison opened the Maroochy Bushland Botanic Garden at Palm Creek Road Tanawha on December 1, 2001 as a Centenary of Federation Celebration.



1. Vision

The Botanic Garden: To provide an experience of harmony between people and the living earth

The Friends: To create a heritage that will be proudly handed on to all generations who follow us.

2. Mission

To support the establishment and continued development of a unique world-class Regional Botanic Garden on the Sunshine Coast

3. Guidelines and Values

We operate according to the following guidelines:

- Cooperation with Council
- Community consultation, contribution and communication
- Being apolitical
- Being responsiveness to the changing needs and expectations of the community

We hold the following ethical values:

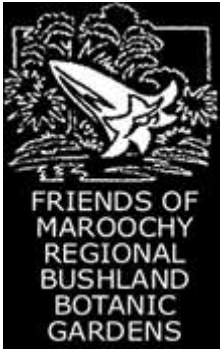
- Friendship
- Adaptability
- Integrity
- Excellence
- Cooperation
- Openness and accountability
- Environmental stewardship
- Equality
- Diversity — of ideas, plants, people

We respect:

- The needs of future generations
- Education and research
- Community service
- Natural environments
- Our heritage
- The abilities and contribution of all people

Attracting and inspiring active membership

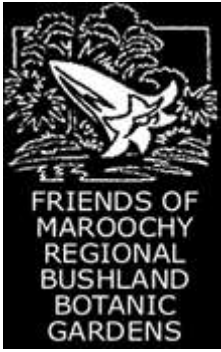
- Encourage members to feel part of "history in the making"
- Provide safe and stimulating activities
- Enable maximum participation
- Encourage members to feel part of the team
- Maintain high ideals and standards
- Establish an ethos of learning and contribution
- Actively seek new members



4. Principles for the Development of the Garden

The Maroochy Bushland Botanic Garden is a unique garden based on the natural character, atmosphere and beauty of the site.

- It protects and utilizes plants native to the site and the Sunshine Coast Region. It demonstrates the full range of environments, from natural ecosystems right through to the use of native species and in some circumstances appropriate exotic species, in contemporary gardens and landscaping. (Master Plan)
 - It utilizes and enhances the existing features of the site including the lagoon, rainforest areas, sclerophyll ridges, palm and fern valleys, moss covered logs and rocks and the water-worn rocky gullies.
 - It is available and attractive to a wide range of people for passive recreation and relaxation, solace, volunteer work, education and research.
 - It includes art and architecture that support the value of harmony in our vision. (Art & Cultural Policy)
 - It is developed at a rate that can be adequately financed and maintained (Economic Feasibility Study)
 - It has the potential for revenue- producing activities and facilities
 - It is a recognized tourist attraction contributing to the economy of the Sunshine Coast.
 - It achieves and demonstrates ecologically sustainable development through the use of appropriate technology and resources.



5. Our Vision for 2009

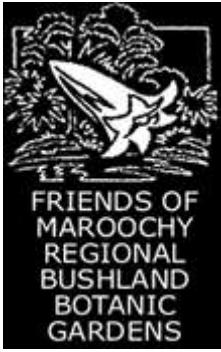
By December 2009 the Maroochy Regional Bushland Botanic Garden will be recognized as a world class regional botanic garden.

By 2009 the Garden will:

1. Have over 200,000 visitors per year
2. Be adequately funded, staffed and maintained under the control of a Director/Curator
3. Be a centre and catalyst for community interaction.
4. Have a strong positive influence on environmental awareness
5. Make a positive contribution to the local economy
6. Be a catalyst for community volunteering and contribution through the Friends.

The Garden will be used by a very broad cross section of the community including:

- Families and individuals
- Tourists
- Educational institutions at all levels
- Community, environmental, educational, recreational and social groups
- Cultural events including art, drama, music and story telling

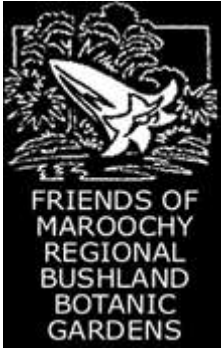


6. Facilities and Infrastructure

By December 2009 the Maroochy Regional Bushland Botanic Garden will contain the facilities and infrastructure necessary in a recognized world class Regional Botanic Garden.

It will have:

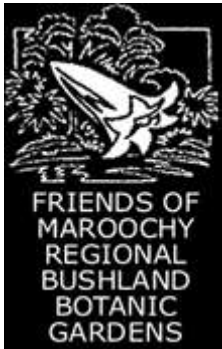
- An entry that gives an immediate feeling of arrival at a very special place
- Adequate and attractively landscaped car parking
- An adequate operations area
 - Signage and interpretation integrated with the landscape throughout the garden
 - A documented plant collection
 - The equal access Lagoon Circuit
 - Shelters, seating, picnic tables and toilets at convenient locations
- Landscaping and planting PDA 5 as the Plant Kingdom Garden
 - Ephemeral Wetland and Palm Grove
 - The beginning of a significant Art in Nature collection
 - A Visitor Centre including library, interpretation and education facility, restaurant, meeting room, gallery, sales area and other income generating facilities
 - A children's discovery trail
 - Bushwalking tracks throughout the site
 - Possibly an amphitheatre
 - Possibly a people mover
 - Electricity supply
 - Comprehensive road signage



7. Management Policy.

The gardens will be managed cooperatively by Council, the Friends and other community representatives in such a way that there is:

1. A functional, adequate and reliable funding mechanism
2. A rolling 10 year development plan
3. A well established strategy to facilitate the promotion and further development of the gardens
4. Cooperation with and support from other social, cultural, environmental and economic organizations in the region, e.g. garden clubs, the Society for Growing Australian plants, QPDI (including Forestry) National Parks and Wildlife Service, universities, TAFE, schools, the plant and nursery and landscape industry, tourist industry, Arts workers, Chambers of Commerce, and other relevant organizations.
5. A strategy for implementation of the Art and Cultural Plan
6. Established linkage between the gardens and other Botanic Gardens
7. An effective fire management strategy
8. An effective weed management program
9. An endangered species protection plan
10. A water quality monitoring programme
11. Minimum use of pesticides and weedicides
12. A practice of making the Gardens or part of them, available for use in the evening with appropriate lighting and facilities for viewing nocturnal animals
13. Exclusion of domestic pets
14. Access by public transport
15. Publicity and signage to facilitate visitor awareness and access



8. Key Result Areas — Stage Two

8.1 Cooperation with Council, Community and other bodies

Objectives:

1. To work cooperatively with Councillors and Council Staff on the Advisory Board
2. To keep Council and other bodies informed of our activities by providing relevant communications through the Advisory Board
3. To keep members and others informed through regular newsletters

8.2 Finances and Funding

To obtain funding to support the establishment and continued development of the Gardens

Objectives:

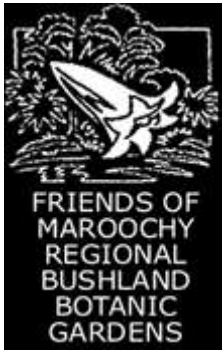
1. To raise awareness in the Community of the economic contribution of the Gardens to the Region.
2. To lobby Maroochy Shire Council to provide adequate funding to support the Gardens
3. To obtain funding from all possible sources, including Government grants, corporate and individual sponsorship, council funding and Friend's resources

8.3 Publicity and communication

To raise the profile of the Maroochy Bushland Botanic Gardens so that it is well known on the Sunshine Coast and further afield.

Objectives:

1. To publicize the gardens and educate the public about the importance of Botanic Gardens and the Friend's activities through all available means, including newspapers, radio, Television, local primary and secondary schools, P&C associations, a web site, street directories, exhibitions and displays, brochures and pamphlets, maps, open days, and inclusion in Council and other organizations' publications.
2. To communicate with members through regular newsletters and occasional publications
3. To maintain reciprocal communication with other Botanic Gardens



8.4 Community Support and Involvement

To ensure that the gardens satisfy community needs and expectations by consultation, communication and collaboration and involving them in the planning, development and operation of the Gardens

Objectives:

1. To provide a link between the Community and Council
2. To provide community involvement in all stages of the planning, implementation of the Master Plan, ongoing development and in funding
3. To involve the community in cultural and recreational activities in the Gardens
4. To ensure that the Gardens include facilities and activities of interest to the broadest possible range of people
5. To give the community the opportunity for involvement in a wide range of volunteer activities to suit all interests and abilities
6. To ensure that volunteer programs operate in accordance with an accepted code of practice.