

## Strategic Planning for our future – Progress Report August 2017

The following table is an outline of the SP focusing on the three Key areas for this year with achievements in the past quarter.

<b>Mission:</b> <i>Promoting the propagation, cultivation and conservation of Australian native plants to the world.</i>		<b>Vision:</b> <i>Sharing the wonder and value of Australian native plants with the world.</i>	
<b>Our values:</b> <ul style="list-style-type: none"> <li>✓ are, foremost, people passionate about plants!</li> <li>✓ inspire everyone we meet about the wonder and value of plants!</li> <li>✓ want to learn from everyone we meet about his or her wonder of and value of plants!</li> <li>✓ are friends and partners in a true “learning organization”!</li> <li>✓ have a strong sense of community!</li> <li>✓ share our collective skills, knowledge and experience widely!</li> <li>✓ are committed to our success!</li> </ul>			
Key area	Membership	Society Governance	Marketing
<b>Outcome</b>	Strong and sustainable membership	Strong responsive governance	Raised profile of the Society and the aims in the community
<b>Objective</b>	Increase net membership by 5% in each of our 3 regions by 31/12/2018	Review our governance and decide on the best model by 31/3/2018	Increase our profile by 31/12/2017
<b>Strategy</b>	Promoting activities and benefits through marketing and pastoral care program	Develop structures and processes that accurately reflect the relationship between Council and Groups including the provision of member services	Promote the Society and its benefits
<b>Achievements Jun-Aug</b>	New member survey Exit information (resigned member)	Succession planning for 2018 National (ANPSA) committee	Patron appointed
Other details such as actions; responsibility; budget and measures are in the full Strategic Plan on the APST website under Events, please take a look.			

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