

Parklands Albury Wodonga (Parklands)
a not-for-profit Regional Parks Organisation
and Social Enterprise



BUSINESS PLAN 2014 - 2016

<p>Our Vision</p> <p>The natural environment of 'the region' is valued and supported by its immediate community and visitors for its accessibility, connectedness and aesthetic appeal.</p> <p>Our Purpose t¹. Restore, improve and maintain the network of Bush Parks with connectivity to urban communities. Support learning and engaging processes within our natural and social environment</p>	<p>1. Improving Parklands value proposition.</p> <p>How does Parklands address its low level of awareness and appreciation of triple bottom line performance within some government, business and community circles?</p> <p>Deliverables</p> <ul style="list-style-type: none"> • A framework for repositioning Parklands as an innovative and valuable organisation by June 2015 • Implementing priority actions from repositioning study
	<p>2. Delivering more nature trail options with improved connectivity.</p> <p>How does Parklands achieve an expanded trail network along streams and with connections to urban and rural environments?</p> <p>Deliverables</p> <ul style="list-style-type: none"> • Matching of the campaign funding with on-the-ground projects • Develop with a community and organisations of common interest a new access river point by June 2016 • A framework for measuring customer usage of tracks and trails by December 2015
	<p>3. Improving the financial position of Parklands through combining best practices in bush restoration and community development within a social enterprise business model.</p> <p>How does Parklands adapt its social enterprise business through securing higher amounts from non-government funding sources.</p> <p>Deliverables</p> <ul style="list-style-type: none"> • A plan for sourcing 50% of funds from non-government sources by June 2016 • A fund raising campaign by June 2015 • Secure a long-term tenure for present location by December 2015 • Implement a succession plan for key staff by June 2015
<p>For further information visit our website www.parklands-alburywodonga.org.au</p>	

Our achievements will be underpinned by our values

Our People, Our Parks, Our belief in Prosperity, and Our Processes

¹ The **social environment**, refers to the immediate physical and social setting in which people live or in which something happens or develops. It includes the culture that the individual was educated or lives in, and the people and institutions with whom they interact, Wikipedia