

Parklands Albury Wodonga Business Plan July 2017 to June 2019

DELIVERABLES	ACTIONS PROPOSED TO JUNE 2019
1. Improving Parklands value proposition. How does Parklands address its low level of awareness and appreciation of triple bottom line performance within some government, business and community circles?	
a. Reposition Parklands as an innovative and valuable organisation by June 2019	Brand: "Bushparks and trails connecting community". Speaking Tour (all Rotary Clubs & others). In 2017 and 2019.
b. Build relationships with Council	Update on Strategic Plan to 4 Councils (Councillors and Senior staff) at Albury, Wodonga, Indigo and Towong. Initiate relationships with Federation and Greater Hume.
c. Build relationships with Government	Proactive stakeholder conversations with Senior Staff at 5 Agencies (eg Murray LLS, NSW Crown Lands, NECMA, North East Water & MDBA)
c. Build new relationships with Business	Proactive stakeholder conversations with 20 of High Influence Stakeholder target list.
d. Build reputation through regular and consistent communications	Communications Ranger 1 day per week and consistent messaging on unique value proposition
e. Build supporter base	Informal awareness raising, eg guided nature walks & spotlighting where community interest.
f. Monitor & report on social and environmental outcomes	Annual Report incorporates outputs, outcomes and 3 "impact" measures
2. Delivering more nature trail options with improved connectivity. How does Parklands achieve an expanded trail network along streams and with connections to urban and rural environments?	
a. Match the campaign funding with on-the-ground projects	CAPITAL INFRASTRUCTURE: Work with partner organisations to lobby for election pledge for rail trail capital infrastructure
	HILLS & LINKAGES: Complete McFarlanes Hill Environmental Assessments, implement recommendations & secure funding for future environmental assessments at Baranduda Range
b. Develop with a community and organisations of common interest a new river access	MURRAY RIVER: Gateway Island: work to secure agreement & materials to fence Gateway & Baxter Quarries. Secure footbridge permits & install at West Gateway Island
	KIEWA RIVER: Bi-annual conversations with Indigo & Wodonga Councils to maintain pressure for Kiewa River access
c. Community consultation to develop Baranduda Range plans	COMMUNITY MEETINGS: In park, partners and stakeholder meetings, website, survey monkey and community centre in 2018
d. Measure customer usage of tracks and trails annually in April	USER SURVEYS: User Counts in 2017 at Gateway Island, McFarlanes, new section of High Country Rail Trail and road count at Huon Hill
3. Improving the financial position of Parklands through combining best practices in bush restoration and community development within a social enterprise business model. Secure higher amounts from non-government funding sources.	
a. source 50% of funds from non-government sources by June 2019	Events Development Ranger up to 3 days per week to ensure quality professional delivery and ongoing sponsorships
b. Diversify products and services	Identify niche services, train staff and partner organisations (especially Indigenous and Multicultural) and secure contracts
c. Diversify community farm	Support partner organizations to be financially independent by June 2019
d. Secure long-term tenure for present location by Dec 2018	Bi-annual conversations with Commonwealth & Wodonga Council
e. Implement succession plan for key staff	2 staff responsible for each park, stakeholder and revenue stream