

FRIENDS OF THE DESERT PARK

An inclusive, influential and active community group for the Alice Springs Desert Park.

Strategic Plan and Business Plan

2010 - 2015

OBJECTIVE: 1 To have high participation of all members and a frequent program of activities and benefits.

STRATEGY: 1.1 Establish an annual calendar of events

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Development of calendar		Approved by Executive by 30/11			Published on website by 31/12
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Draft calendar developed.	Gary Fry (<i>Sales and Marketing and Visitor Services</i>)	Completed by September Executive meeting.			
Draft calendar presented to Executive		Presented at October Executive meeting, with finalisation at November meeting.			

OBJECTIVE: 1. To have high participation of all members and a frequent program of activities and benefits.

STRATEGY: 1.2 Establish and market the range of activities and benefits available to Friends

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Annual (new) Friends information day		April school holidays			Number of attendees; number of Friends committing to increased involvement with the Park
Market stalls			Creation of banner(s)		Banners produced
Concerts at Amphitheatre		4 times per year	Friends to pay performer and technician		Number of guests; profit making
Behind the Scenes		4 times per year			Full booking; feedback sheet
Big November Night			10 Friends (volunteers on night)	\$500	700 visitors
Full moon bike ride			Money for tea / coffee / hot chocolate / pancakes		
Creation of a group of younger Friends					Regular activities for younger people
<i>Business plan 2010</i>	<i>Coordinator</i>				

	<i>(Desert Park contact)</i>				
Create banner	Margo Trigg <i>(Sales and Marketing Manager)</i>		Art work; frame;		
Develop procedure for running concert at amphitheatre. 1. Establish policy on risk sharing with performer	Gary Fry (Sales and Marketing Manager)	Complete draft by July Exec meeting.		None required	
Form group to run Big November Night	Jan Ferguson and Margo Trigg <i>(Sales and Marketing Manager)</i>	June Executive meeting			
Schedule Behind the Scenes tours as part of events calendar.	Anthony Molyneux	By September Executive meeting.			
Plan and schedule Full Moon Ride 1. Seek partnership with bike shop and Parks and Wildlife for Full Moon Ride	Awaiting champion. <i>(Sales and Marketing Manager)</i>				
Executive to form a group to look at Young Friends.	Awaiting champion. <i>(Guide Manager)</i>	Form group after 2011 AGM			
Plan Friends information day	Held over in 2010	Ratified by Executive at June meeting.			

OBJECTIVE: 1. To have high participation of all members and a frequent program of activities and benefits.

STRATEGY: 1.3 Establish regular communication processes for Friends

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Newsletter		1/3; 1/6; 1/8; 1/11			Four newsletters produced annually
Establish website		Complete and run live by 2010 AGM	weekly submission from staff; weekly submission from Friends;	\$1000 per annum; initial cost to design	Website updated weekly; 30 'vox pops' and 30 vignettes of Friends working at and being at the Park
Create Friends 'zone' in Meeting Point N			Design Glass fronted cabinet/s.	\$3000	Open by March 2011. Information updated at least monthly.
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Website	Lee Ryall (Director / Visitor Services Manager)	Commence designing project June 2010			
Friends zone at 'N'	Awaiting champion.	Establish working group at August			

		meeting			
Newsletter	Ken Johnson			Nil required	Newsletters produced

OBJECTIVE: 1. To have high participation of all members and a frequent program of activities and benefits.

STRATEGY: 1.4 Recognise contribution of all Friends.

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Design and create tee-shirt / vest / A-frame for Friends to wear when volunteering at the Desert Park					Active volunteers able to be recognised and identified.
Formalise Life Membership procedures					Complete procedure
Establish method of recording numbers of hours worked.					Complete procedure so that can be calculated for annual report
Design and create thank-you gift.					
Thank you event for active volunteers		First week in December			
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Formalise Life Membership procedures	Gary Fry	June 30 2010			Implement

OBJECTIVE: 2. Be a major advocate in raising awareness of the benefits of the Park to the people of Alice Springs

STRATEGY: 2.1 Share our passion with the local community

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Creation of banner(s)			Design elements	\$250	
Creation of flyer.			Design elements.	\$100	Return of flyers with new / renewed memberships.
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Create banner	Margo Trigg (<i>Sales and Marketing Manager; Records Manager</i>)	August 2010			
Creation of flyer.	Ken Johnson. (<i>Sales and Marketing Manager</i>)				

OBJECTIVE: 2. Be a major advocate in raising awareness of the benefits of the Park to the people of Alice Springs

STRATEGY: 2.2 Promote the Alice Springs Desert Park at venues outside the Park

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Presence at events in Alice Springs			Banner / Flyer Table, chairs		
Presence at Todd Mall Markets			Banner / Flyer		Stall at 50% of Markets.
Presence in Alice Desert Festival - Friends sponsored event		2010 Festival			Successful event
Regular place on local radio.					12 'spots' per year
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Run stall at Tod Mall Markets	Margo Trigg	26/8/10, 16/9/10, 14/10/10 11/11/10, 10/12/10			
Presence in Alice Desert Festival - Friends sponsored event	Jan Ferguson (<i>Sales and Marketing Manager</i>)	2010 Festival			Successful event

OBJECTIVE: 3 : Be a key supporter of the Alice Springs Desert Park

STRATEGY: 3.1 Develop increased opportunities for volunteer work within the Park

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Work at the Desert Farm					Friends 'sponsor' a bed and complete all propagation and harvesting.
Assist with event management					
Work as a Critter-watcher					Establishment of procedures so that new workers can be trained by existing Critter Watchers. Management of data by Critter Watch team.
Work collecting and cleaning seeds					
Work on sorting out historical images in library					Library completed and stored electronically with metadata captured for 95% of images
Work capturing images from photo-points					Two sets of images taken annually
<i>Business plan 2010</i>	<i>Coordinator (Desert Park</i>				

	<i>contact)</i>				
Critter Watcher procedures	Helen Siganto <i>(Anthony Molyneux)</i>				
Images from photo-points	Ken Johnson and Godfrey McVicar.	October 31 2010			
Work at the Desert Farm	Ken Johnson and Godfrey McVicar.				Friends 'sponsor' a bed and complete all propagation and harvesting.

OBJECTIVE: 3 : Be a key supporter of the Alice Springs Desert Park

STRATEGY: 3.2 Expand Friends saleable products range and opportunities to support the park

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Plant sales at Park		One sale per year			All plants sold at profit.
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				

OBJECTIVE: 4: To have increased membership each year

STRATEGY: 4.1 Improve promotion and advertising for new membership

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Manage Friends 'zone' in Meeting Point N (See Strategy 1.3)					
Create new flyer for renewals and new membership		New flyer every two years			Created
Create new Territorian Pass membership card		New card every 18 months.			Cards become collector's items.
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Manage Friends 'zone' in Meeting Point N	Awaiting champion. (Visitor Services Manager)	Complete procedure by March 2011.			

OBJECTIVE: 4: To have increased membership each year

STRATEGY: 4.2 Improve renewal and retention of existing Friends

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Have a calendar of events that encourages timely renewals. (see 1.1)					
Develop incentives for renewal of Territorian Passes.					Territorian Passes renewed at average of 13 month intervals.
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Have a calendar of events that encourages timely renewals.	Gary Fry (<i>Sales and Marketing Manager</i>)	Completed by September Executive meeting.			

OBJECTIVE: 5 Be a self supporting organisation

STRATEGY: 5.1 Undertake fund raising activities for the Friends of the Desert Park

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Coordinate distribution of <u>My Desert Diary</u> .		System developed by April 14 2010			System established. Cartons of books distributed locally within 3 business days of order.
Liaise with Wildlife Park Services re sales of emu eggs					
Apply for grants as an Incorporated Association.					Successful grant application every two years.
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Coordinate distribution of <u>My Desert Diary</u> .	Lee, Margo and Anthony (<i>Admin Officer - Tarneyl Sylvester</i>);	System developed by April 14 2010			System established. Cartons of books distributed locally within 3 business days of order.
Apply for grants as an Incorporated Association.	(Director)	Establish list of grants by June meeting			

OBJECTIVE: 5 Be a self supporting organisation

STRATEGY: 5.2 Formulate an annual operating plan to achieve these long term objectives

<i>Action required</i>		<i>Timetable</i>	<i>Resources required</i>	<i>Budget</i>	<i>Measure of success</i>
Work with Desert Park's annual business plan.		Gary Fry to provide to Friends Exec by end of November			
Clarify definition of Friend vis-à-vis Territorian Pass Holder		By June 30 2010			Completed
<i>Business plan 2010</i>	<i>Coordinator (Desert Park contact)</i>				
Work with Desert Park's annual business plan.	(Director)	Gary Fry to provide to Friends Exec by end of November			
Clarify definition of Friend vis-à-vis Territorian Pass Holder	(Director)	By June 30 2010			