



Australian Garden History Society

Strategic Plan 2025-2030

The mission of the AGHS is to promote awareness and conservation of significant gardens and cultural landscapes through engagement, research, advocacy and activities.

Gardens have been a source of joy and wellbeing for centuries.

Threats to historic gardens and cultural landscapes from subdivision and development, climate change, lack of awareness and heritage ignorance are rife and need monitoring.

The goals for 2025-2030:

- Membership
- Promote awareness for conservation
- Advocacy
- Finance
- Governance

Goal 1. MEMBERSHIP - Retain and increase membership

Objective: To have 2000 members by 2030.

Action 1.1

Membership and marketing sub-committee to draw up and implement a campaign to attract new members using targeted advertising for the 55-65 and 65 plus age bracket [the actively retired] and to have 200 new members each year.

Action 1.2

EO and Branch phone contact to follow up lapsed members each year so that 90% of eligible members renew.

Action 1.3

Branches and annual conference organiser to encourage at least 10 students per event with discounted student prices and through sponsorship from an anonymous donor.

Goal 2. BUILD KNOWLEDGE AND PROMOTE AWARENESS FOR CONSERVATION

Objective: To provide a forum to identify, research and disseminate information about historic and significant gardens and cultural landscapes.

Action 2.1

To streamline the AGHS website making it more user friendly.

Action 2.2

NMC to select an annual theme for promotion of conservation of significant gardens and cultural landscapes which is announced at previous year's annual conference and promoted in the journal, website, eNewsletter, Branch newsletters and other communication channels.

Action 2.3

Branches to hold one event per year with speakers on this annual theme and invite non -members

Action 2.4

Membership and marketing sub-committee to devise a communications plan to NMC by February 2026 to reach target audiences: the membership; stakeholder groups: the three tiers of government, heritage bodies, like-minded organisations, educational institutions

Goal 3. ADVOCACY AND CONSERVATION

Objective: The National Management Committee and Branches advocate for the conservation and maintenance of historic gardens and cultural landscapes both in their general work and in specific campaigns.

Action 3.1

Branches, Advocacy sub-committee and EO to build the Society's advocacy capability by distributing the Advocacy toolkit to the Branches, and run training for Branch members funded by Branches.

Action 3.2

Keep members informed of live issues by Branches and Advocacy sub-committee maintaining the *Landscapes at Risk* document and by publishing notices in the eNewsletter, on the website and in articles in the journal, and EO distributing the List twice yearly to members.

Action 3.3

Chair and Advocacy sub-committee to report on advocacy in the journal and on the website.

Action 3.4

Chair, EO and Partnerships sub-committee to increase AGHS's profile by building rapport with relevant authorities and strengthening partnerships with like-minded organisations with a 50 % increase in partner organisations.

Action 3.5

Advocacy sub-committee to ensure office holders in all three levels of government are aware of AGHS, its activities and concerns

Action 3.6

Each Branch to seek to be actively involved in one conservation project per year and report on this at the AGM

Action 3.7

NMC, Branches, journal editor to celebrate successes and acknowledge volunteer efforts at Branch and national functions and in articles on the website and in the journal

Goal 4. SECURE THE SOCIETY'S FINANCIAL VIABILITY

Objective: Increase income, especially through new memberships

Action 4.1

To ensure that there is \$230,00 pa from untied funds to run the central administration.

Action 4.2

Conference committee ensure conferences make a significant profit as outlined in the conference manual.

Action 4.3

Branches, Journal advertisement to encourage members to make tax deductible donations via National Trust and bequests to increase donations by 150 % by 2030.

Action 4.4

Branches to make application for grants to fund 'spade ready' projects that align with the annual theme and conservation effort or to build profile and engage new audiences.

Action 4.5

NMC and KSF to ensure that the interest from the Kindred Spirits Fund is spent each year

Action 4.6

Partnerships sub-committee ensure that tours with like-minded organisations yield a shared profit.

Goal 5. GOVERNANCE

Objective: Ensure that the national office and Branches operate and cooperate effectively

Action 5.1

NMC to review the functionality of the NMC and its subcommittee structure to ensure more streamlined decision making and implementation of the strategic plan and update AGHS policies and procedures manual by the end of 2026.

Action 5.2

NMC to clarify the responsibilities of EO and Branches to avoid duplication.

Action 5.3

NMC to implement annual performance review for paid staff.

Action 5.4

NMC chair, Branch chairs to mentor successors with a succession plan for key office holders in each Branch and NMC for 2026 with handover manual.

Action 5.5

A Constitution working group to review the constitution and report to NMC by mid - 2026