



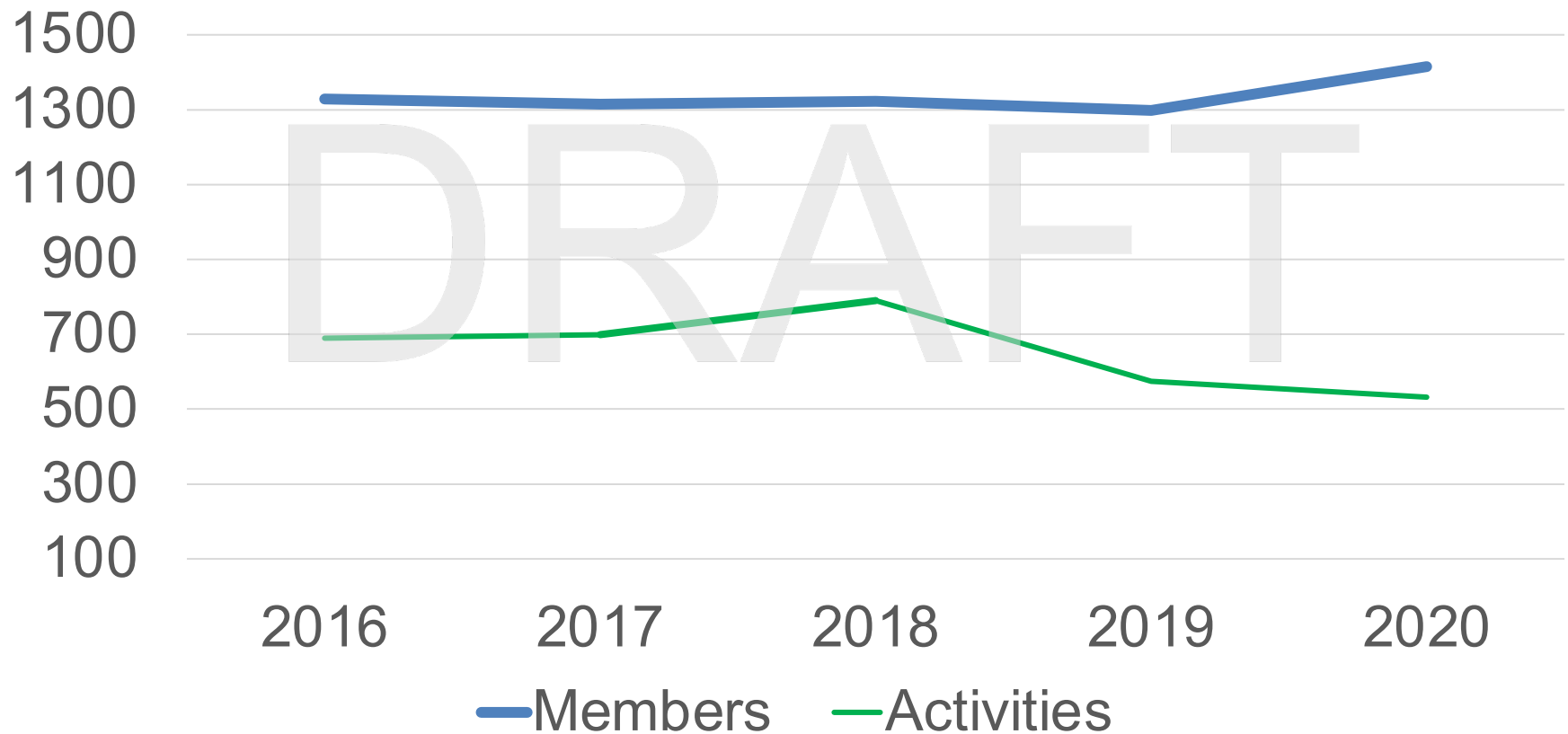
DRAFT

Our country, our plants

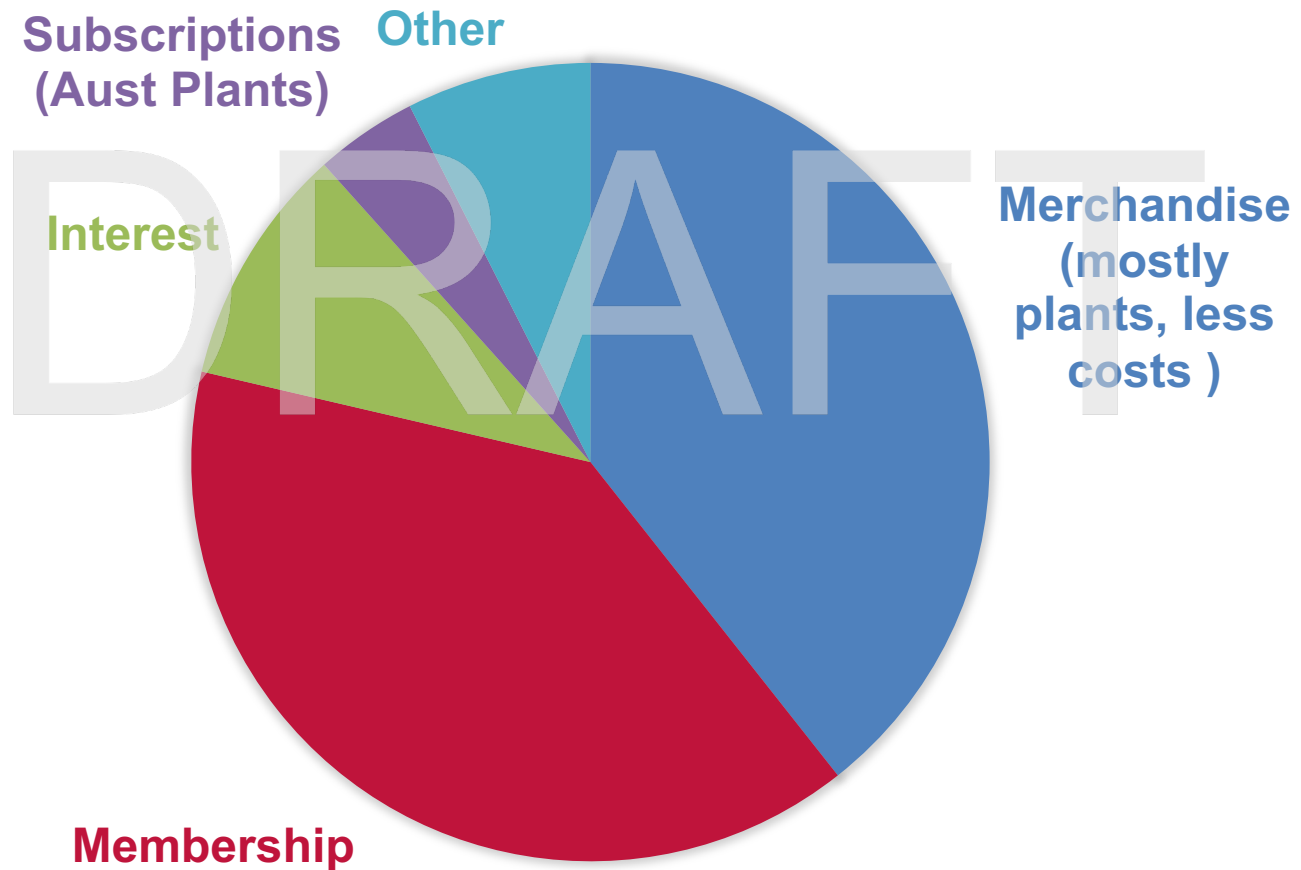
Stand up for native plants



Last 5 years – members and activities



Income (revenue) in 2020



What's ahead?

Opportunities

- ✓ Growing community interest in native plants
- ✓ Increase in membership
- ✓ Demand for learning
- ✓ Money in the bank
- ✓ Deep knowledge of members
- ✓ Grow plants
- ✓ Biennial conference in Sept 2022

Challenges

- ❖ Lose nearly half our members in years 1 and 2
- ❖ Not systematically capturing our knowledge
- ❖ Aging membership and volunteers
- ❖ Climate change a major threat to plants and biodiversity
- ❖ Weeds, development, clearing, disease

Draft

Strategy 2021 – 2026: purpose?



Our country, our plants
Stand up for native plants!

Why? For diversity, for health, for aesthetics,
for sustainability, for the climate, for all that
makes Australia unique

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Strategy 2021 – 2026: Our audiences are members and the community



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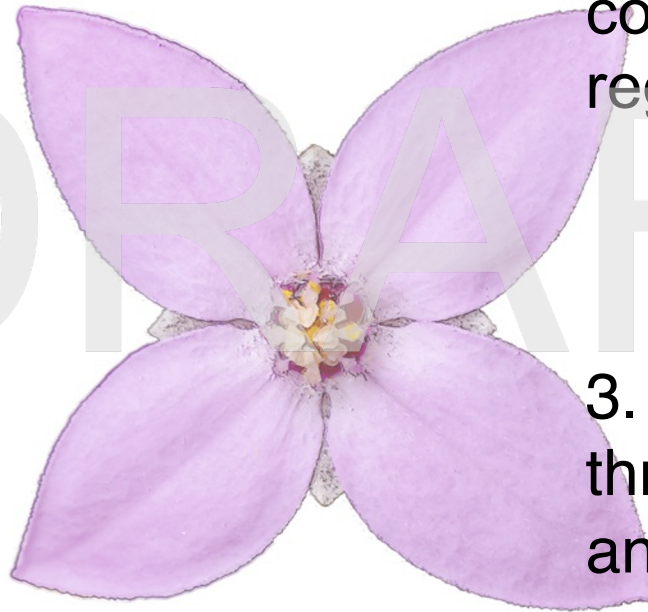
Strategy 2021 – 2026: 4 areas of focus

1. Grow natives
for gardens and
urban living

2. Protect species and
conserve and
regenerate the land

4. Modernise for
the future

3. Spread the word
through promotion
and education



Strategy 2021 – 2026: 4 areas of focus

1. Grow natives for gardens and urban living

- Plant sales
- Grants to DGs
- Open gardens
- Interest groups
- Plant app?

4. Modernise for the future

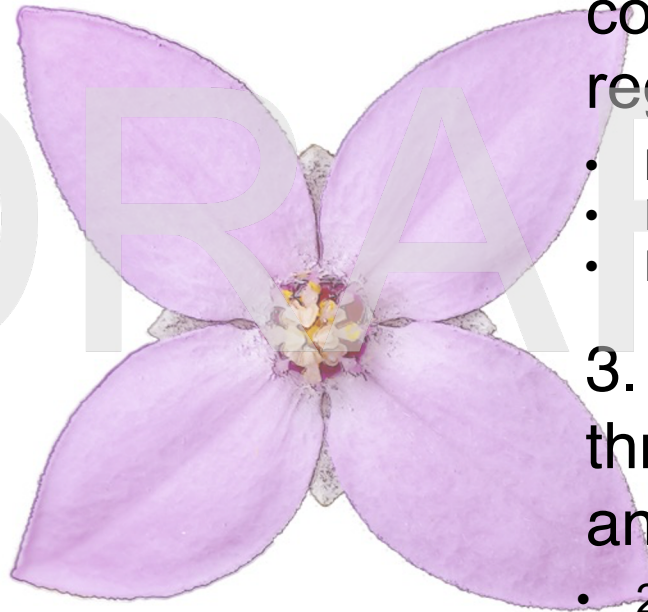
- Constitution
- Volunteers

2. Protect species and conserve and regenerate the land

- Partnerships
- Regeneration
- Fund research

3. Spread the word through promotion and education

- 2022 ANPSA conference
- Workshops and training
- Member care
- Aust Plants journal
- Collaboration
- Illawarra DG or interest group
- Marketing expertise



ANPSA Biennial Conference – Sept 2022 – Saturday 10 Sept – Fri 16 Sept

