

Strategic Plan | 2023-2026

Our *purpose* is to harness the power of nature and community connection, bringing people together to learn about sustainable living.

Our *values* guide the way we support people to live more sustainably:

Inclusive

We welcome all and include all.

Positive

We lead through positive action.

Kind

We are kind to each other, ourselves and our planet.

Connected

Everything we do builds connections between people and nature.

To deliver on our purpose we operate two core enterprises from our urban farm:



Sustainability Education



Sustainable Events

This work moves us towards our *vision*:

Perth is a community of people living connected, sustainable lives

STRATEGIC ACTION PLAN

Strategic Priority	2023	2024	2025
<p>Sustainability Education</p> <p>Growth of our Sustainability Education enterprise.</p>	<ul style="list-style-type: none"> Develop education enterprise business plan Launch multi-session adult-focused offering Hire Education Coordinator 	<ul style="list-style-type: none"> Develop education methodology & offerings Launch school offering 	<ul style="list-style-type: none"> Launch expanded corporate offering
<p>Sustainable Events</p> <p>Develop Venue Hire into a thriving Sustainable Events enterprise.</p>	<ul style="list-style-type: none"> Develop a whole of organisation Sustainability Plan 	<ul style="list-style-type: none"> Implement Sustainability Plan Develop business plan Sustainable Events enterprise Develop marketing plan Sustainable Events enterprise Refine staffing structure for Sustainable Events enterprise 	<ul style="list-style-type: none"> Implement Sustainability Plan Implement Sustainable Events business plan
<p>Financial Sustainability</p> <p>Strengthen our position as a strong and vibrant community organisation with fit for purpose facilities.</p>	<ul style="list-style-type: none"> Develop a basic membership offering & secure 70 members Apply for environmental DGR status Develop a plan for site redevelopment & secure funding 	<ul style="list-style-type: none"> Secure DGR status 	<ul style="list-style-type: none"> Refine membership offering and grow numbers Redevelop site

