

# Business Plan SGLN

Fiscal Years: 2019 - 2021



## vision

- **What are you building?**
- To support and develop a sustainable, integrated approach to food and fibre production and environmental management.
- Protection and enhancement of the environmental values of South Gippsland.



## mission

- **Why does this business exist?**
- To assist land owners and managers to protect or improve the land for a sustainable future.
- To grow a community who share information, innovation and support for an ecologically sustainable South Gippsland.
- To support and promote Landcare values and membership within South Gippsland.



## objectives

- **What will you measure?**
- Increase total revenue by \$ 100,000 in F2019 and increase total revenue by \$ 200,000 by F2021
- Increase retained surplus to enable a one-year operational buffer by F2021
- Grow membership from 429-member families to over 570 by F2021 [~10% pa]
- Twelve new projects over the next three years and four big projects in the next twelve months.
- Establish one new funding partnership in F2019 and four by F2021



## strategies

- **What will make SGLN successful over time?**
- Maintaining relevance to the views and changing needs of the Landcare community
- Linking local community/environmental needs with government, philanthropic and business funding
- An active and energetic board of management with diversity in skills, demographic and ages committed to the growth and development of the Network.
- Effective engagement and use of volunteers



## action plans

- **What is the work to be done?**
- Develop alternative income streams
- Effective marketing and promotion of Landcare within the community
- Membership drive
- Marketing plan
- Volunteer roles and procedures