



Strategic Plan 2024-2028

Vision

The Olive Pink Botanic Garden will be widely recognised as an excellent arid-zone botanic garden. We enrich the social and cultural life of Central Australia’s people and its visitors. Through best practices in horticulture management and conservation, strategic partnerships, education and innovation, we continue to honour and sustain the legacy of Miss Olive Pink and her collaborators.

Goals



Conservation



Community wellbeing



Education and advocacy



Innovative sustainability

Strategies

- Garden Plan
- Nursery Plan
- Dedicated Horticulturalist
- Seed collection
- Planting programs
- Weed management
- Fire management
- Applied research
- Aboriginal Ecological Knowledge programs
- Climate Change and Resilience Plan

- Volunteer Plan
- Community events and educational programs
- Arrernte community programs
- Employment, training and local entrepreneurship
- Accessible and inclusive environment

- Tourism and Marketing Plan
- Dedicated Tourism and Events Coordinator
- Brand rollout
- School program
- Visitor Interpretation Plan
- Communications Plan
- Event Guidelines
- Public events, guided tours and activities
- Customer Service and Satisfaction Policy

- Master Plan implementation
- Garden shop
- Philanthropic/ Donations Plan
- Facilities and Signs Manual
- Grant and funding opportunities
- Finance and resource planning
- Sustainable operational planning and procedures

Outcomes

- Increased conservation activities
- Increased employment and training opportunities
- Recognition as a conservation leader
- Growth in volunteer numbers
- Increased Arrernte leadership
- Establishment of a training hub
- Stronger community engagement
- Greater financial independence
- Growth in visitation from locals and visitors
- Enhanced awareness and advocacy
- Benefits for environment, culture, social wellbeing and regional economy

