



INFORMATION KIT

FOR

FRIENDS OF BOTANIC GARDENS
PARKS AND ARBORETA

2016

AUSTRALIAN ASSOCIATION OF FRIENDS OF BOTANIC GARDENS INC
INFORMATION AND SUPPORT KIT

CONTENTS

	Page
INTRODUCTION	2
SECTION A Australian Association of Friends of Botanic Gardens Inc	
a. History	3
b. Committee and Contacts	4
c. Statement of Purposes	5
d. Newsletter	6
e. Website	6
f. Membership Benefits	6
g. Membership Application Form	7
SECTION B Starting a New Friends' Group	
a. Botanic Garden Definition	8
b. Start-up Check-list	8
c. Purposes & Rules	10
d. Incorporation	10
e. Responsibilities & Regulatory Requirements	11
f. Relationship with Council/Responsible Authority	12
g. Funding	
Grants and Submissions	13
Grant Sources	14
Public Funds and DGR's	15
h. Insurance	15
i. Membership	
Attracting members	16
Retaining members	17
Activities ideas	17
SECTION C Supporting Your Garden	18
SECTION D Sources of Help and Information	19

Botanic Gardens of Australia and New Zealand	19
Feedback Form	21

INTRODUCTION

The Australian Association of Friends of Botanic Gardens Inc (AAFBG) is very pleased to introduce this Information Kit for Members who are Friends of Botanic Gardens, Parks and Arboreta in Australia and overseas.

The aim of the Kit is to provide a reference for established Friends groups and in the formation of new groups. It offers the opportunity for review and provides information to increase the potential and effectiveness of members.

AAFBG acknowledges the circumstances of members vary. Regardless of the location or size of members' groups, the Kit will assist to raise profiles and highlight the benefits of networking, promotion and connection.

AAFBG welcomes comments and suggestions, and encourages members to complete the feedback form at the end of the Kit.

SECTION A

Australian Association of Friends of Botanic Gardens Inc

a. History

Victoria has over 40 regional botanic gardens and arboreta. Many of the botanic gardens were established with the prosperity of the gold rushes of the 1850's and the support of Baron Ferdinand von Mueller, the first Government Botanist in Victoria and the first Director of the Botanic Gardens in Melbourne.

In 1985, for Victoria's 150th anniversary celebrations, 15 botanic gardens were given much needed and long overdue assistance for rejuvenation to acknowledge von Mueller's outstanding contribution to botany and horticulture in Victoria, by 15 German/Australian companies.

One of the stipulations for this grant was that botanical gardens had an associated group of Friends to act as future watchdogs for the gardens. This led to the formation of many Friends' groups in Victoria at this time. Other Friends' groups in Victoria and elsewhere had already been established or were formed subsequently, including:

Friends of the Botanic Gardens Adelaide Inc	1977
Friends of the Royal Botanic Gardens Melbourne	1982
Friends of the Royal Botanic Gardens Sydney	1982
Friends of Ballarat Botanical Gardens	1982
Friends of the Australian Arid Lands Botanic Garden Pt Augusta	1982
Friends of Ballarat Botanical Gardens	1982
Friends of the Geelong Botanic Gardens	1985
Friends of Warrnambool Botanic Gardens	1989
Friends of the Australian National Botanic Gardens Canberra	1990
Friends of Kings Park Perth	1993

Early in 1991 the Friends of the Royal Botanic Gardens Melbourne invited representatives of Botanic Gardens throughout Victoria to a seminar to discuss matters of common interest. Some who attended were Friends, some represented local authorities. The seminar was so successful that another was held in Melbourne the following year. There was strong support for the establishment of an umbrella organisation and this led to the incorporation of the Association of Friends of Botanic Gardens (Victoria) Inc in January 1993. The aim of the Association of Friends was to continue to hold annual conferences and publish a newsletter, *Campsis*, twice a year for the benefit of members, which then numbered 18. Where possible, the Association has also provided support to or acted as an advocate for members.

Association (Vic) conferences continued with different Friends' Groups hosting the event. The conferences have given the hosting Group the opportunity to involve appropriate local authorities, obtain significant speakers, organise workshops, create opportunities for networking with other Friends' groups, Garden managers and staff, and the opportunity to view other Gardens and their operations.

In 2001 the Association of Friends of Botanic Gardens (Victoria) Inc became a national body, the Association of Friends of Botanic Gardens Inc. In 2015, with 58 members from all states and territories and 4 affiliate members from overseas, the Association became the Australian Association of Friends of Botanic Gardens Inc. The newsletter was renamed *Eucalypt* to better represent the membership

b. AAFBG Committee

The AAFBG Committee consists of a President, Vice-President, Treasurer, Secretary/Public Officer and 4-8 Ordinary Members. All are elected at the Annual General Meeting.

For current Committee Members, please refer to the website.

Other useful contacts are:

Newsletter Editor:	Website Manager:
Anne Rawson (Friends of ANBG Canberra)	WordsWorth Communicating
GPO Box 1777	4 Hill Street
Canberra ACT 2601	Clunes Vic 3370
P: (02) 6250 9548	P: (03) 5345 4030 M: 0437 682758
E: arawson44@gmail.com	E: info@WordsWorthcommunicating.com
E: To send <i>Eucalypt</i> articles: eucalyptar@gmail.com	Contact: Adel Urie
Admin Officer:	AAFBG Website:
Lisa Tuck	www.friendsbotanicgardens.org
PO Box 33253	
Melbourne VIC 3004	
M: 0418 590 891	
E: info@friendsbotanicgardens.org	
Patron:	
Dr Philip Moors	
E: pjmoors448@gmail.com	

c. Statement of Purposes

The purposes of the Australian Association of Friends of Botanic Gardens Incorporated (AAFBG) are:

- To encourage and support the growth of societies or associations interested in the conservation, development, wellbeing and public appreciation of Botanic Gardens
- To represent the interests of Friends of Botanic Gardens throughout Australia

To support these purposes AAFBG will endeavour to:

- a. Promote membership of the Association
- b. Facilitate communication, advocacy, information exchange and sharing of experiences
- c. Maintain a website for the benefit of members and other community groups
- d. Publish and disseminate among members and the community newsletters or other publications relating to the activities of the Association
- e. Identify potential funding opportunities for members
- f. Encourage members' involvement in the Botanic Gardens of Australia and New Zealand (BGANZ) regional events and other related seminars and conferences
- g. Build and maintain links with the national body representing Botanic Gardens
- h. Co-ordinate national conferences or arrange seminars, forums or any other events that may be desirable for the promotion of the purposes
- i. Appoint, employ, or pay honoraria to persons as may be necessary or convenient for the purposes of AAFBG
- j. Do such other things as are conducive to or incidental to the attainment of the objects set out above.

Rules

See AAFBG website: www.friendsbotanicgardens.org

d. Newsletter – *Eucalypt* (formerly *Campsis*)

Eucalypt is the AAFBG bi-annual newsletter produced in May and November and is an important means by which the Association and its members keep in touch. *Eucalypt* is also an excellent resource document providing news on the ideas, innovations, challenges, events, successes and failures of the members who contribute articles. Information from the Committee's activities, Botanic Gardens of Australia and New Zealand (BGANZ) and other matters of interest to Members are also included. Originally called *Campsis*, the newsletter was renamed in 2015 to correspond with the AAFBG's new name and logo.

Members are notified well in advance of each publication, to prepare and forward their contributions. Photographs and information about important calendar events are also very welcome. Contributions are required by 30 March for the May issue and by 30 September for the November issue.

All material for inclusion in *Eucalypt* should be sent direct to the Editor: Anne Rawson (Friends of ANBG Canberra). Email is preferred: eucalyptar@gmail.com or post to: GPO Box 1777, Canberra ACT 2601
For queries, contact Anne Rawson by email arawson44@gmail.com or Ph: (02) 6250 9548

e. Website

The AAFBG website www.friendsbotanicgardens.org includes information about the Association, its Purposes and Rules, the latest edition of *Eucalypt*, an archive containing back issues, this Information Kit, a list of members with contact details and links to members' websites. The website manager is Wordsworth Communicating.
Email: info@WordsWorthcommunicating.com

The website also offers members a vehicle for advertising coming events and distributing Friends' newsletters. Send your information to Admin Officer: info@friendsbotanicgardens.org

If a member does not have a website, AAFBG can provide a page for them on its website.

AAFBG would greatly appreciate relevant photos of interest from members' Gardens, which could be used to refresh the site from time to time and offer members the opportunity to showcase their Gardens.

The website provides links to related organisations and useful information. Browsing other Members' websites is an excellent way to source and exchange information and ideas between groups.

f. Membership Benefits

Network - Promote - Participate

Members have the opportunity to:

- Meet others with a common interest and share ideas, knowledge and information with Friends groups throughout Australia and overseas
- Receive and contribute to *Eucalypt*, the Association's bi-annual newsletter
- Post information, major events and photographs on the AAFBG website
- Have access to contact details and information about other Friends groups
- Disseminate individual members' newsletters
- Participate in the AAFBG Biennial Conference
- Host an Association Conference to showcase their own Botanic Garden
- Attend and contribute to other relevant seminars and conferences

g.



Membership Application/Renewal Form

Tax Invoice upon payment

Please return this form to the Admin Officer: info@friendsbotanicgardens.org

Or PO Box 33253 Melbourne VIC 3004

Group Name:

Address:

State Postcode

Phone () Mobile

Email.....

Website:

Office Bearers: President..... Secretary.....

Annual Subscription: Due 1st April.

\$30 p.a. up to 100 members, \$50 p.a. 101 - 250, \$100 p.a. 251 - 500,

\$200 p.a. 501 – 1000, or \$300 p.a. over 1000 members

\$.....

Payment options (please tick):

- 1. Cheque to: Aust Assoc of Friends of Botanic Gardens Inc
Send to AAFBG, P O Box 983, Geelong, 3220
- 2. On-line at www.friendsbotanicgardens.org Go to "About AAFBG" and "Membership".
Scroll to "RENEW YOUR MEMBERSHIP ONLINE"
- 3. Direct transfer to BSB: 633-000 Account No: 1045-71476 Reference: name of group

Membership Information: To assist us to understand our membership base could you please complete the following:

Year group established	No. of financial members
No. of Corporate members.....	No. of Associate or Affiliate members
No. actively involved	No. of junior members (under 18 years)

Activities:

Hands on Plant Sales Guiding Education Social events

Other

Newsletter: Would you prefer to receive *Eucalypt* by: mail email both

SECTION B

Starting a New Friends' Group

a. Botanic Garden Definition

The Australian Association of Friends of Botanic Gardens has adopted the Botanic Gardens Conservation International (BGCI) definition of a botanic garden:

“Botanic gardens hold documented collections of living plants for the purposes of scientific research, conservation, public display and education. Exploring the world of plants and their relationships, they aim to protect and sustain biodiversity for human wellbeing and the planet.”

Friends groups aim to support, advocate and undertake activities for the benefit of their own particular botanic garden, park or arboretum.

b. Start-up Checklist

- Identify and recruit core support people
- Appoint a steering committee
- Call a public meeting to encourage community support
- Liaise with local authority responsible for your Garden
 - Discuss aims and objectives
 - Canvas councillor support
 - Assess the response and likely degree of support
 - Ask that gardens' management be represented at your committee meetings
- Appoint a Committee of Management
- Develop Constitution/Statement of Purposes and Rules
- Develop branding, such as name and logo
- Incorporation
- Apply for an Australian Business Number (ABN)
- Arrange Insurance - Compare insurance options which include cover for members working or running activities in the Gardens and offsite
- Plan for the future
 - Identify your objectives
 - Develop a strategic plan which should be reviewed regularly
- Involve your members

- Provide a space for 'interests/skills' on the membership application form
- Contact relevant members and invite them to be involved/contribute
- Train group of Friends to be voluntary guides to interpret Gardens to visitors
- Start a plant propagation group

- Funding – identify all possibilities including:
 - Funds derived from activities organised by Friends' group
 - Community grants
 - Government grants
 - Sponsorships
 - Trust or public fund

- Promotion
 - Set up social media
 - Seek support and involvement of local press – vital for free publicity
 - Develop a strategy, identify contacts and set out a promotion routine
 - Produce and distribute brochures about the gardens at the local tourism bodies
 - Join the local tourism organisation
 - Network and seek support from organisations or people with aligned interests:
 - Garden clubs
 - Plant societies
 - Landcare groups
 - Local nurseries
 - Service clubs
 - Individuals e.g. politicians

- Identify/promote your members
 - When working 'hands on' in the gardens
 - Holding events for the public in the gardens
 - Representing the Gardens/Friends at other venues.

- Promotional Options
 - Name badges
 - Vest with Friends' logo
 - Hat band featuring logo or a uniform colour for guides
 - An easily portable display board and/or banner with logo. Self-supporting signs are very useful at Gardens' events, conferences and expos.

c. Purposes and Rules

The Statement of Purposes is a 'charter' or 'mission' which sets out what a group is aiming to achieve, how it intends to do so, and what the collective 'beliefs' of the group will be. It is necessary to clearly set this out on paper. If seeking incorporation, a copy of the Statement of Purposes must accompany the incorporation application.

The Rules of a group govern the rights and responsibilities of the members as well as how the group will operate. Model Rules are available as a Schedule of the Associations' Incorporation Act – the name of the Act may vary slightly depending on which State or Territory the group is in.

Groups can either adopt the Model Rules or vary them to suit their own particular needs but care must be taken to ensure that all the requirements of the Act are covered.

d. Incorporation

Incorporation is specially designed for community groups because it provides protection for their members with minimum government involvement.

Each Australian state has associations' legislation, which provides a system for community organisations to formalise their association in a manner recognised by law. In 2010, the Associations Incorporation Act was reviewed and updated along with the Model Rules. It was enacted in December 2012. The changes may vary in each state so careful attention should be paid to the new requirements and responsibilities

The advantages of incorporation are:

- The liability of the members (including the office bearers) of the Association is limited. The members will, generally, not be liable personally for either the debts or liabilities of the association. (The officers of an unincorporated association will be personally liable for its obligations; this can, in practice, be limited by insurance.)
- The Association can enter into contracts, sue (or be sued), buy or sell property, raise or borrow money, invest money, all in its own name.
- The association has perpetual succession. This means that property acquired by the association remains with the association regardless of changes in its membership.
- The association has the capacity to act as trustee for a Friends' Public Fund for the receipt of tax-deductible donations to support the Gardens.
- Obligations include the lodgment of an annual return, notification of changes to Purposes or Rules, and associated costs.

Note: If changes to the Purposes or Rules are required, the Committee of Management must develop a special resolution to be passed at an Annual General Meeting or Special meeting. The changes must be approved by 75% of the members. The Notice of Meeting, resolution, minutes and completed "Application for Change" are then forwarded to Consumer Affairs or registering body for approval and confirmation.

For up-to-date information about incorporation in your state of territory, contact the following (current at August 2015):

ACT Access Canberra
Ph. 132 281 Website: www.accesscanberra.act.gov.au

NSW NSW Government Fair Trading
Ph. 13 32 20 Website: www.fairtrading.nsw.gov.au

NT	Northern Territory Government Department of Business Ph. (08) 8999 5511 Website: www.dob.nt.gov.au
Qld	Office of Fair Trading Ph. 13 74 68 Website: www.qld.gov.au/law/fair-trading
SA	Government of South Australia Consumer & Business Services Ph. 131 882 Website: www.cbs.sa.gov.au/wcm
Tas	Tasmanian Government Consumer Affairs and Fair Trading Ph. 1300 65 4499 Website: www.consumer.tas.gov.au/registrations
Vic	Consumer Affairs Victoria Ph. 130 55 8181 Website: www.consumer.vic.gov.au
WA	Department of Commerce Ph. 1300 304 054 Website: www.commerce.wa.gov.au

e. Responsibilities and regulatory requirements

Recent legislation has vastly changed the community volunteer group landscape making the task of volunteer groups managed by volunteer committees far more complex, demanding and costly, particularly for larger Friends groups.

The National Occupational Health and Safety Act

Identifies the restrictions, responsibilities and documentation and equipment required to provide a safe 'work' environment for members and for operating public events.

A Friends OH&S plan needs to be developed possibly in consultation with the gardens' management where available.

National Volunteer Act

Recently legislated, the Act documents a prescriptive list of the required operational structure for volunteer groups. Eg: roles and responsibilities, position descriptions, volunteer registration, training requirements, documentation of records etc.

For smaller Friends groups, much of these issues may not apply.

Pilch: helping the helpers (www.pilch.org)

Pilch (Public Interest Law Clearing House (Vic) Inc.) is an independent, not-for-profit organisation, which is committed to furthering the public interest, improving access to justice and protecting human rights. Pilch also facilitates pro bono legal services to Victorian individuals and organisations in need, and by undertaking law reform, policy work and legal education.

While Pilch operates in all states they don't all provide the same level of services. Refer online to a "Guide for Public Officers and Secretaries of Victorian Incorporated Associations". This outlines the key legal responsibilities or duties to assist community groups, such as Friends Committees, to keep up-to-date with the recent Associations Incorporation Act and its Model Rules, National Volunteer Act, and the Occupational Health and Safety Act. PilchConnect also holds related training sessions in Melbourne and regional areas in Victoria. Pilch will respond to your email questions.

You can 'opt in' to receive PilchConnect's e-bulletin with the latest tips and their training calendar.

For further information contact:

National PILCH (Public Interest Law Clearing House)
Website: www.pilch.org.au

Australian Taxation Office – Induction package for new Administrators
Website: www.ato.gov.au

PILCH Legal Assistance for Community Organisations
Website: www.pilchconnect.org.au

Victoria Dispute Settlement Centre of Victoria (DSCV)
Website: www.disputes.vic.gov.au

f. Relationship with Council/Responsible Authority

The following are general guidelines for developing a good working relationship with the local council, board or authority responsible for gardens' management and in particular with the gardener/s working on site.

First, an understanding of the conditions/situation at the gardens is necessary if shared goals are to be developed and achieved in an atmosphere of mutual respect. This may be formalised in a Memorandum of Understanding (MOU). Request an explanation about the current garden situation - such as:

- Gardens' management
- Current maintenance, planting or watering regimes
- Any proposed maintenance or development projects
- Status of a master plan or conservation management plan
- Budget priorities which could be supported by Friends

Clearly define your objectives, your available skills, how you hope to support the gardens and the limitations of your support role.

Clarify gardens' management expectations and identify regulations to be adhered to, such as Occupational Health & Safety.

Determine:

- What facilities are available for Friends' use and at what hours
- The security arrangements
- Your spokesperson/s and with whom and how you communicate
- What practical support is available from gardens staff
- If 'hands on work' is planned, how is this to be negotiated
- What the insurance situation is – will your members be covered

Communication:

- Provide Gardens' authority with updates on your plans
- Request from management a list of project priorities
- Set a time frame on suitable support projects and complete them
- Distribute newsletter to gardens personnel and Council and/or department head
- Inform management of Friends' events in the gardens and invite to attend
- Invite a gardener/s to do a talk or practical demonstration for a Friends' meeting

A Memorandum of Understanding (MOU):

An MOU may be developed to establish the relationship between a Friends or Community group and gardens management or Council.

An MOU will typically establish a framework for the collaboration between the organisations and express the common goals or vision of the parties to the MOU.

In general, an MOU will not deal with the specific details of particular projects and is therefore usually more of a 'high level' agreement and is not legally binding.

If developing such an agreement, proceed carefully. Content will depend on the sort of relationship that would be mutually beneficial.

See: www.pilch.org.au

g. Funding

Grants and Submissions

Friends' groups, being 'not for profit' incorporated associations, have numerous grant opportunities available to them. The complexity of documentation required varies. The following may help with the selection of suitable grants and completion of a successful grant submission.

To select a grant that is your best 'fit':

- Clearly understand the purposes and objectives of your Friend's group
- Select a project that is in keeping with these objects and those of the gardens
- If necessary, liaise with the curator or the appropriate gardens person
- Projects with long-term benefits to the Friends, Gardens and community will be favoured

ALWAYS

- Check the grant 'website' for a list of the recipients of previous grants of this type – to clarify the type of projects being supported, the suitability of your project and the level of funds available
- Highlight the key words in the grant criteria and requirements very carefully
- Contact the grant coordinator and discuss your project
- Determine the type/amount of 'in kind' support that can be provided and by whom (Friends, gardens staff/another community group)
- Establish if a financial commitment is required from your group or if it can be provided in partnership with Garden authority. When it is required, a 15-20% dollar contribution to the project cost increases the chances of success
- Check the attached 'grant completed' list before you seal the envelope
- Forward ALL the submission by the due date

Only apply for grants:

- Which are a clear match with your project
- Where you can adequately meet the grant criteria and conditions
- Where you can confidently answer the grant questions asked

Completing the submission:

- Concise, well-chosen phrases that clearly describe your project, that focus on and capture the criteria and the key points, are more likely to be successful
- A gardens' location map and a project site map identifying details
- Photographs and master plan where available, heritage references if needed
- Always provide detailed quotes for the work to be done
- Calculate the hours/\$ value of 'in kind' support
- Calculate amount you would like to receive - and a reduced amount that would still allow you to achieve the project, if requested
- Include 2 or more letters of support from varying sources other than gardens management. (Where the number of applicants and the quality of their submissions are high, individual grant amounts may be reduced.)

Grant sources

The list of grant options available is huge and most of them can be sourced quite easily via the internet using 'Google' or your favourite search engine. The non-government sites usually have a 'community section'. If you discover a potentially useful grant too late, register your name for information on the next grant round. Examples are:

Local Councils

A range of arts & community project grants

Volunteer Small Equipment Grants - most useful for cameras, computers etc.

State Governments

Heritage Grants - for each state

Parks Management in each state

Education

Museums Australia

Our Community

Federal Government Websites

Water Grants

www.community.gov.au

www.grantslink.gov.au

www.artsinfo.net.au

National Estate Grants (heritage/conservation)

National Library of Australia (community heritage)

Non-Government Funds

Australian Garden History Society

Major Banks

Large Corporations, Trusts and Foundations, eg BHP Billiton Community Trust

Myer Foundation, Tattersalls Foundation, The Australia Foundation, Potter Foundation

Company websites list the grant criteria and the area of interest they support.

Public Funds or Tax Deductible Funds (DGR's)

A Public Fund is a fund established under Australian Tax Office (ATO) law specifically for the receipt of donations whereby the donor receives a tax-deductible receipt. There are a number of Public Funds categories applicable to the eligible applicant groups. These are known as 'Deductible Gift Recipients' (DGR's).

An ATO *GiftPack* for Deductible Recipients & Donors (DGR'S) setting out the current requirements is available from the ATO website or by post. Other application forms are also available on site.

The following are a few explanations that may be of initial help.

A Fund is a Public Fund where: (Tax Ruling IT2149, Bray (78ACT4179))

- It is the intention of the founder that the public will contribute to the Fund
- The public or a significant part of it does contribute to the Fund
- The public participates in the administration of the Fund

These conditions can be met by a Friends' Public Fund.

Incorporated Associations

The Friends of Botanic Gardens, as community non-profit incorporated organisations, have the capacity to establish and act as a Trustee for a Friends' Public Fund through their modified Committee Rules. Appointment of additional Trustees is then unnecessary and the separate Trust Deed required becomes a much briefer document. A separate bank account, ABN and a tax return is also required for the Fund.

The Type of Public Fund

Gifts to public gardens are tax deductible on the basis that Botanic Gardens are 'museums of living plants' - (ATO Ruling IT2020 (1983))

On this basis, a Friends' Group can establish a tax deductible Public Fund for the benefit of a Botanic Garden in the ATO category, Ancillary Fund IT Act 1936 Sub-sections 78(4)& 78(5)

NB. Botanical Gardens, being "cultivated gardens and parks", do not qualify as 'environmental organisations' under ATO Environmental Public Fund categories.

The submission process to the ATO is quite prescriptive, takes time but is not too difficult.

Discuss your intention with your local ATO/ DGR submissions officer, and legal adviser.

h. Insurance

Insurance cover is necessary for members for accident or injury while working on Friends activities in the garden or arboretum (on site).

Public risk insurance is required for members' activities off site (bus trips/garden visits) and in liaison with gardens management for Friends' public events (music/plays in the gardens)

www.ourcommuntty.com.au is an excellent resource for volunteer and not-for-profit organisations for insurance, incorporation and other matters.

Members may be insured in various ways:

- Individual group insurance with various insurance companies arranged by insurance brokers
- Large botanic gardens under Trust Management will have established cover
- Under their local Council's volunteer cover (for accident/injury on site)
- Under local Council volunteer cover, and public risk cover with an insurance company for off-site activities
- Institutions that provide cover for Garden-related bodies including Garden Clubs of Australia www.gardenclubs.org.au
- Royal Horticultural Society of Victoria
- Insurance may be arranged through Allianz Australia Insurance Group under a National Landcare Insurance program that covers them for injury suffered whilst performing voluntary work only.

i. Membership

Attracting members is always a challenge – the ideas set out below may help. Groups need to constantly play a pro-active role to attract new members and retain those they have.

It is important to check with your members on a regular basis by way of survey or suggestion box to ensure, wherever possible, that their expectations are being met and that your group is offering activities and volunteer opportunities that are of interest. Encourage members to make suggestions and come up with new ideas – members' involvement and feeling of 'ownership' of the group will add to its vitality and success.

Attracting members

- Promote your group as a vibrant professional organisation
- Network. Make sure that the message about the importance of your purpose and activities is spread far and wide
- Maintain an up-to-date website with links to related groups, Facebook page, etc.
- Prepare an attractive pamphlet about your group. Make sure it is available in your Garden and elsewhere e.g. at public libraries and tourist destinations
- Set up group on Facebook or other form of social media
- Seek to promote your group at relevant outside exhibitions/shows e.g. environmental and horticultural shows
- Direct Mail and E-letters
 - Enter into joint mailing/emailing with similar interest groups and networks
 - Insert membership brochures in the mailings of other organisations
- Co-operative promotions
 - Special activities and functions with other interest groups: garden clubs, Horticultural societies, Field Naturalists, botanic artists, Art and Heritage
- Seek free publicity/editorial space in local newspapers and magazines
- Advertise in appropriate publications and in targeted areas
- Designate a committee member or appoint a sub-committee to be responsible for recruiting new members
- Offer a speaker to address community groups and organisations about your Garden and group
- Organize activities that will attract different prospective members into the fold

- Offer special privileges and benefits to members
- Hold 'Friends only' activities for special celebrations and events
- Membership attracting initiatives can be a co-operative effort between the Friends' group and the Botanic Gardens' management or the authority responsible for the gardens, e.g. local council:
 - Signage identifying the Friends' location and/or activities in the Gardens
 - Friends' contact details listed on Gardens' pamphlets
 - Information about the Friends in relevant Gardens' publications
- Friends' brochures available at public contact points. e.g. Gardens entrance, shop, café
- Seasonal fliers at suitable locations
- Seek a presence to promote Friends at activities/exhibitions held in Gardens
- Promote interactive websites between Gardens' authority and Friends' group
- Conscious effort by responsible authority/Gardens' staff to promote Friends and its activities whenever opportunities arise

Retaining Members

- Of greatest importance is making members feel welcome, part of the group and appreciated when they attend Friends' activities
- Keep your members informed by email, Facebook, on-line forums
 - Provide a good quality newsletter
 - Provide information and results of projects, activities and developments
 - Feature a member or group in the newsletter
- Ensure volunteer tasks/skills used are worthwhile and that volunteer efforts are seen as beneficial to the group and the community
- Organise programs of substance in addition to regular publications, e.g. Botanical Art workshops, environmental lecture series, or recent plant research topics, using well-qualified speakers
- Retain a diversity of times and days for activities to suit all members

When members do not renew their membership, follow-up with a reminder letter or a friendly phone call. Ascertain why membership is not being renewed.

j. Activities Ideas

Check websites and newsletters of AAFBG and members for ideas and results.

Network at Association, BGANZ or other conferences.

SECTION C

Supporting Your Garden

How much support and/or funds you can provide for your Garden will, to some extent, depend on the size of the Group's membership and the level of enthusiasm. Obviously, if the local community recognizes that the Garden is a valuable asset that should be protected and supported, this is to your Group's advantage.

Ways in which your Friends' Group might support your Garden

- Advocacy is the most important role

Friends of Botanic Gardens, as supporters, are not subject to the limitations confining employed gardens' management and staff and as such have the capacity to lobby politically, attract grants, raise funds, promote the gardens, provide public programs and education and generate considerable public support.

In many situations the remarkable efforts of local Friends groups is the reason why the Gardens exist, rather than the reverse.

- Autonomy is the greatest strength

As an Incorporated Association, a Friends' group is a legally constituted organisation in its own right, able to make its own decisions and still work in a productive partnership with the Gardens' management.

While it is preferable for a Gardens' management representative to be 'in attendance' at most meetings, he/she does not have to be an elected member of the committee. The representative is then still able to contribute fully, be consulted for advice, guidance and recommendations.

Effective autonomy is publicly identified by being self-funded, using a Friends' logo and letterhead, newsletter, postal address, email, social media and website for all Friends' communications and most importantly having a designated spokesperson for public comment when required.

SECTION D

Sources of Help and Information

Australian Association of Friends of Friends of Botanic Gardens website: www.friendsbotanicgardens.org

Council of Heads of Australian Botanic Gardens: www.anbg.gov/chabg

Botanic Gardens of Australia and New Zealand (BGANZ): www.bganz.org.au (for access to the online Newsletter)

Directory of Australian Botanic Gardens: www.anbg.gov.au/chabg/bg-dir

Capital City Botanic Gardens:

Adelaide www.botanicgardens.sa.gov.au

Brisbane www.brisbane.qld.gov.au/facilities-recreation/parks-venues/parks/brisbane-botanic-gardens-mount-coot-tha

Canberra www.anbg.gov.au/gardens/

Darwin www.parksandwildlife.nt.gov.au/botanic

Hobart www.rtbg.tas.gov.au

Melbourne www.rbg.vic.gov.au

Perth www.bgpa.wa.gov.au

Sydney www.rbgsyd.nsw.gov.au

Australian Garden History Society: www.gardenhistorysociety.org.au

Botanic Gardens Conservation International: www.bgci.org.uk/

“Theatre in a Wheelbarrow” – actors from Wollongong Botanic Gardens will perform in your Gardens. Contact Michael Connor: www.wollongong.nsw.gov.au/botanicgarden

The Eden Project, Cornwall, U.K. provides an interface between education and environment: www.edenproject.com

Botanic Gardens of Australia and New Zealand Inc (BGANZ)

Botanic Gardens of Australia and New Zealand Inc (BGANZ) is an initiative of the Council of Heads of Australian Botanic Gardens (CHABG). It is an incorporated not-for-profit association based in Canberra.

The objectives of BGANZ are:

- To be the chief body representing the interests of botanic gardens in Australia and New Zealand;
- To promote the interests and activities of Australian and New Zealand botanic gardens and botanic gardens generally; and
- To enhance the state of botanic gardens for the benefit of the community

The BGANZ governing Council was appointed in October 2005 replacing an interim Council.

The past Director of the Royal Botanic Gardens Melbourne, Dr Philip Moors, was elected inaugural President, stepping down in 2011 having lead the organization to remarkable growth and success.

The current Director is Dale Arvidsson from Brisbane Botanic Gardens. The BGANZ governing Council consists of a maximum of 14 members elected or appointed for a term of up to two years including:

- One member from each State and Territory representing regional botanic gardens
- Two New Zealand botanic gardens' representatives
- Two members from Capital City Gardens

Membership of BGANZ is open to organizations and individuals. There are three classes of membership, namely:

- Institutional
- Individual
- Associate (i.e. other organizations such as Friends' groups)

Associate members may participate in the affairs of BGANZ but are unable to vote in any meeting or decision of the organization.

The Australian Association of Friends of Botanic Gardens is a BGANZ Associate Member.

BGANZ offers greater opportunity for smaller botanic gardens, especially the regional gardens, to participate in the planning, organisation and information exchange so important to the progress, development and influence of botanic gardens.

AAFBG urges Members to attend appropriate BGANZ regional meetings (check with your local Council or authority responsible for your Garden as to when these are to be held in your region).

BGANZ Congresses are held every two years in conjunction with New Zealand members. BGANZ Regional Conferences are held every two years, in the non-Congress year.

BGANZ Newsletters are produced several times a year and contain a great deal of useful and interesting information.

BGEN (Botanic Gardens Education Network) is a recent innovation formed to develop and improve education across botanic gardens.

BGANZ Regional groups are BGANZQ (Queensland), BGANZ NSW and BGANZ Victoria. Regional workshops, study days and conferences are held regularly.

AAFBG is an Associate Member of BGANZ and has a Memorandum of Understanding (MOU) with BGANZ to qualify our relationship and the parallel nature of our organisations and to share our resources.

Recent reciprocal arrangements have been made:

- BGANZ is represented with an article our newsletter *Eucalypt* and AAFBG can contribute to BGANZ journal *The Botanic Garden*.
- An AAFBG Committee member receives a complimentary registration at BGANZ national conferences and has the opportunity to also address the delegates.
- A BGANZ representative is offered the equivalent arrangement at AAFBG national conferences.
- As an Associate member of BGANZ, the Association has access to BGANZ excellent resources and information.
- AAFBG encourages Friends groups to become Associate members of BGANZ for these advantages and to participate in regional BGANZ activities . For further information about BGANZ go to www.bganz.org.au

Feedback Form

Please complete the form below and return it to The Admin Officer, AAFBG, P O Box 33253 Melbourne VIC 3004 or email to info@friendsbotanicgardens.org

Name of Group:

Year Group was established:

Name and Position of Person completing form:

Contact details:

Address:

.....

Email:.....

Telephone:.....

How did your Group rate the Information Kit: (please circle)

Excellent Very Good Good Poor

What information was most useful?

.....

.....

.....

What other information would be useful for:

1. An established group?.....

.....

.....

.....

2. A new group?

.....

.....

.....

Further comments or suggestions

.....

.....

.....

.....

Thank you for your contributions.