

ASSOCIATION OF FRIENDS OF BOTANIC GARDENS INC

INFORMATION AND SUPPORT KIT

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INTRODUCTION

The Association of Friends of Botanic Gardens is very pleased to introduce this Information and Support Kit.

The aim of the Information and Support Kit is to provide a reference, listing the essential elements in structuring a Friends' group and ideas that may assist in increasing the potential and effectiveness of Members.

The Association's Committee acknowledges that the circumstances of Members vary considerably and while the Kit may appear to most benefit new and emerging Friends' groups, it also offers an opportunity for review, encouragement and ideas which may spark the fertile imaginations of the more experienced.

The Committee also acknowledges that running a successful Friends' group is not easy. In raising profiles, the importance and benefits of networking, promotion and connecting with likeminded and seemingly unrelated community groups should not be underestimated.

Feedback on this Information and Support Kit would be most welcome. If you have comments about the contents or suggestions for improvement, please complete the form at the back of the Kit and send it to the Secretary.

SECTION A

1. 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 –

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 the Geelong Botanic Gardens	1985
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 organization 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, organize 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. At May 2009 it had 46 Members from every Australian State and Territory and 1 from New Zealand.

Committee Members 2010-2011

President Alex Smart
2 Anembo Court, Werribee, Vic, 3030 (03) 9741 2351
Email: smartie@bigpond.net.au

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PO Box 87, Quorn, SA 5433 Fax (08) 8648 6490
Email: glgadavis@bigpond.com

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Public Officer 16 Pavo Street, Belmont, Vic, 3216 (03) 5243 7728
Campsis Editor Email: anniemcg@internode.on.net Fax (03) 53247180

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2/3 Walworth Ave., Caulfield North, Vic. 3161
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Website Editor Judith Bailey
6329 Midland Highway, Clarendon, Vic., 3352 (03) 5341 7795
Email: jbailey@skymesh.com.au

c. Statement of Purposes

The purposes of the Association of Friends of Botanic Gardens Incorporated ('the Association') 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 the association will endeavour to:

- a. Promote membership of the Association.
- b. Facilitate communication, advocacy, information exchange and sharing of experience.
- 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 the Association.
- j. Do such other things as are conducive to or incidental to the attainment of the objects set out above.

Rules

See the Association's website: www.friendsbotanicgardens.org

d. *Campsis*

Campsis is the bi-annual Newsletter produced in May and November and the most important means by which the Association and its Members keep in touch. *Campsis* 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.

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.

All material for inclusion in *Campsis* should be sent direct to:

Amanda King

Email: aking@eftel.net.au, OR

Post to: PO Box 987, Warrnambool, Vic 3280

Annie McGeachy is the Editor.

e. Website

The website www.friendsbotanicgardens.org includes information about the Association, its Purposes and Rules, the latest edition of *Campsis*, an archive containing back issues, this Information Kit, a list of Members and links to Members' websites. If any Member has a website for which there is no link please advise Judith Bailey, email: jbailey@skymesh.com.au

If a Member does not have a website and would like to have a page made for them, contact Judith and a page of information can be arranged.

The website also has a link to a discussion group, which has members from a vast range of experiences. If you join, questions you may have can be put to this forum.

Judith would greatly appreciate any photos especially of a major event in Members' Gardens, which could be used to refresh the site from time to time, Visitors to the site are universal, making it is a good way to showcase a Member's particular "corner of the Planet".

Browsing other Members' websites is an excellent way of keeping in touch and for sourcing information and ideas that may be adopted.

f. **Membership List November 2010**

A.C.T.

Friends of the Australian National Botanic Gardens Inc., GPO Box 1777, Canberra, ACT, 2601

New South Wales.

Friends of the Albury Botanic Gardens Inc., PO Box 1056, Albury, NSW 2640

Friends of the Eurobodalla Regional Botanic Gardens Inc., PO Box 1068, Batemans Bay, NSW, 2536

Moama & Echuca Community Gardens PO Box 545 Moama, NSW 2731

Friends of North Coast Regional Botanic Gardens Inc, PO Box 648 Coffs Harbour NSW 2450

Friends of the Orange Botanic Gardens Inc. PO Box 17, Orange, NSW, 2800

Friends of the Royal Botanic Gardens Sydney Inc., Cottage 6, Mrs Macquaries Road, Sydney, NSW, 2000

Stony Range Regional Botanic Garden Adv.Comm. Stony Range Botanic Garden, 369 Pittwater Rd, Dee Why NSW 2099

Friends of Tamworth Regional Botanic Gardens Inc, PO Box 1393, Tamworth, NSW 2340

** Friends of Burrendong Arboretum, PO Box 465, Wellington, NSW 2820

Northern Territory

Friends of the Darwin Botanic Gardens Inc., PO Box 36435, Winnellie, NT, 0821

Queensland

Friends of the Gold Coast Botanic Gardens Inc., PO Box 5653, Gold Coast Mail Centre, Qld, 9726

Mackay Regional Botanic Gardens Friends Association Inc, PO Box 6850, Mackay, Qld, 4741

Friends of Maroochy Regional Bushland Gardens Inc, PO Box 445 Buderim, Queensland 4556

** Friends of Peacehaven Botanic Park 30 Sunray Drive, Highfields Queensland 4352

Victoria

Friends of the Australian Inland Botanic Garden Inc., PO Box 2809, Mildura, Vic, 3502

Friends of Ballarat Botanical Gardens Inc., PO Box 33W, Ballarat West, Vic, 3353

Friends of Benalla Botanical Gardens & Riverine Parkland Inc., PO Box 589, Benalla, Vic, 3672

Friends of Bendigo Botanic Gardens Inc., PO Box 117, Strathdale, Vic, 3550

Friends of Burnley Gardens Inc., C/o Burnley College, 500 Yarra Boulevard, Richmond, Vic, 3121

Friends of the Castlemaine Botanical Gardens Inc., PO Box 391, Castlemaine, Vic, 3450

Friends of the Colac Botanic Gardens, 18 Fulton St, Colac Vic, 3250

Friends of Geelong Botanic Gardens Inc., PO Box 235, Geelong, Vic, 3220

Friends of George Pentland Botanic Gardens, Mark Brown, C/o 18 Waliki Crt. Lara, Vic. 3212

Friends of George Tindale Memorial Gardens Inc, 21 Alphington St. Alphington Vic 3078

Friends of the Gisborne Botanic Gardens Inc., PO Box 564, Gisborne, Vic, 3437

Grampians Flora Botanic Gardens Group, C/o M Sietsma 146 Grampians Rd Halls Gap 3381

Friends of Hamilton Botanic Gardens Inc., PO Box 43, Hamilton, Vic, 3300

Friends of Karwarra Australian Plant Garden Inc., Mt Dandenong Tourist Rd, Kalorama Vic 3766

Friends of Kyneton Gardens Inc, PO Box 47 Kyneton, VIC 3444

Friends of Malmsbury Botanic Gardens & Environs Inc, PO Box 69, Malmsbury Vic. 3446

Friends of Melton Botanic Gardens Inc., C/o PO Box 2381, Melton South, Vic, 3338

Friends of the Port Fairy Botanical Gardens, 115 Regent St, Port Fairy, Vic, 3284

Friends of the Portland Botanic Gardens, PO Box 1022, Portland, Vic, 3305

Friends of the Royal Botanic Gardens, Cranbourne Inc., 1000 Bullarto Rd. Cranbourne Vic 3977

Friends of the RBG, Melbourne Inc., Gate Lodge, 100 Birdwood Avenue, Melbourne, Vic. 3004

Friends of Sale Botanical Gardens, PO Box 506, Sale, 3850

Greater Shepparton Gardens Association Inc., 5 Gina Crt, Shepparton Vic 3630

Friends of St Arnaud Queen Mary Botanic Gardens Inc, 5018 Ararat, St Arnaud Rd, Tottington Vic 3477

Friends of St Kilda Botanical Gardens, PO Box 1089, Elwood, Vic, 3184

Friends of the Warrnambool Botanic Gardens Inc., PO Box 1190, Warrnambool, Vic, 3280

** Friend of Williamstown Botanic Garden Inc, PO Box 826 Williamstown Vic 3016

Friends of Wilson Botanic Park Inc., PO Box 412, Berwick, Vic, 3806

Friends of the Wombat Hill Botanic Gardens Inc, PO Box 267, Daylesford, Vic 3460

South Australia

Friends of the Australian Arid Lands Botanic Garden Inc., PO Box 2040, Port Augusta, SA, 5700

Friends of the Botanic Gardens of Adelaide Inc. Botanic Gardens, North Terrace, Adelaide SA 5000

Tasmania.

The Tasmanian Arboretum Inc., PO Box 370, Devonport, Tas, 7310

Friends of the Royal Tasmanian Botanical Gardens Inc., C/o RTBG, Queens Domain, Hobart, Tas, 7000

Western Australia

Friends of Kings Park Inc, Volunteer Lodge, Fraser Ave., Kings Park & Botanic Gardens,
West Perth, W.A. 6005

New Zealand

Friends of Hamilton Botanic Gardens, PO Box 4268 Hamilton, New Zealand

**Friends of Christchurch Botanic Gardens PO Box 2553, Christchurch, 8140 New Zealand

g. Membership Benefits

Members have the opportunity to:

- Meet others with a common interest, and share ideas, knowledge and information with Friends throughout Australia and overseas.
- Receive and contribute to *Campsis*, the Association's bi-annual newsletter.
- Post information, major events and photographs on the Association's website.
- Have access to the contact details of other Friends' groups throughout Australia.
- Participate in the Association's Conference held in alternate years.
- Organize an Association Conference.
- Attend and contribute to other Botanic Gardens' seminars and conferences.

h. Membership Application Form

Annual Memberships are due December 30th.

Group Name

.....

Address

.....

State Postcode

Phone ()..... Fax ().....

Email..... Website: www.

Office Bearers

President..... Secretary.....

Annual subscription \$25

Cheques or Money Orders to be made payable to Association of Friends of Botanic Gardens Inc. and forwarded to the Secretary, AFBG, 16 Pavo St, Belmont, Vic 3216

Membership Information

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

Year group established No. of financial Members

No. actively involved % over 60 years

Insurance cover: Council Other

Activities

Hands on Plant Sales Guiding Education Social events

Other

SECTION B

1. Starting a New Friends' Group

a. Botanic Garden Definition

The Association of Friends of Botanic Gardens has adopted the BGANZ (2005) definition of a botanic garden which is as follows:

“**botanic garden** means gardens open to the public and which grow plants for public enjoyment, scientific, horticultural, conservation, or educational purposes, and which have local, national or international roles”

b. Start-up Checklist

There are many things to consider and a lot of work to be done when starting a Friends' group. This document cannot take into account all the differing circumstances of each group but should be a useful starting point -

Identify core support

- Call public meeting to gauge community support
- Appoint a committee
- Contact local council or authority responsible for your Garden –
 - canvas councillor support
 - Discuss what you have in mind
 - Assess the response and likely degree of support
 - Ask that gardens' management be represented at your committee meetings
- Develop Constitution/Statement of Purposes and Rules
- Incorporation
- Apply for an Australian Business Number (ABN).
 - Insurance –
 - Insurance under council volunteer policy is the simplest.
 - Cover for members working or running activities in the Gardens
 - Cover for members on Friends/ Gardens' activities (trips) off site.
 - 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 organized by Friends' group
 - Community grants
 - Government grants
 - Sponsorships
 - Trust or public fund

- Promotion.
 - Seek support and involvement of local press – vital for free publicity
 - Develop a strategy, identify contacts and set out a promotion routine.
 - Distribute brochures about the gardens at the local tourist information centres or nearby motels
 - Join the local tourism organization
 - Network and seek support from organizations/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

- Stick-on name labels at general meetings
- Simple clip-on labels with logo/ names that can be changed
- Name badges for more permanent arrangements
- A vest with Friends’ logo.
- A hat band featuring logo or a green hat for guides
- An easily portable display board and/or retractable (like a blind) self-supporting sign with logo etc. is quite expensive but practical, extremely useful and professional in appearance

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 as some of the groups' activities carry some risk, it keeps cost to a minimum with minimum government involvement and it is an excellent way to go if groups do not want to form a company.

Each Australian state has associations' legislation which provides a system for community organizations to formalise their association in a manner recognised by law.

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.

Be aware that there are also obligations e.g. the lodgment of an annual return and changes to rules or objectives, and costs involved in being incorporated which should be taken into account.

For further information about incorporation requirements in your state or territory contact:

ACT Registrar General's Office
Telephone: (02) 132 281
Website: www.rgo.act.gov.au/assn

NSW Office of Fair Trading
Telephone: (02) 133 220
Website: www.fairtrading.nsw.gov.au/business/associations

NT Consumer and Business Affairs
Telephone: (08) 8946 9530
Website: www.caba.nt.gov.au

- Qld Office of Fair Trading
Telephone: 1300 658 030
Website: www.fairtrading.qld.gov.au
- SA Office of Consumer & Business Affairs
Telephone: 1300 138 918
Website: www.ocba.sa.gov.au
- Tas. Office of Consumer Affairs
Telephone: (03) 6233 2225
Website: www.consumer.tas.gov.au/business_affairs
- Vic Consumer Affairs Victoria
Telephone: 1300 361 673
Website: www.consumer.vic.gov.au
- WA Dept. of Consumer & Employment Protection
Telephone: 1300 304 014
Website: www.docep.wa.gov.au

e. Relationship with Council/Responsible Authority

Developing a good working/professional relationship with the local Council/Board or authority responsible for gardens' management and in particular with the gardener/s working on site is essential.

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. You can ask for a gardens' management representative to attend a committee meeting to provide an explanation about the current garden situation - such as:

- Gardens' management structure, staffing or available gardener hours.
- Maintenance, planting or watering regimes.
- The difficulties and/or priorities in maintaining the garden
- Any proposed maintenance or development projects
- Proposed or existing plans (Master plan/conservation management)
- Budget limitations, urgent needs and the wish list

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

Clarify gardens' management expectations, support and any on site limitations.

Determine:

- what facilities are available for Friends' use and at what hours.
- the security/locking up arrangements
- your spokesperson/s and with whom you communicate/method
- what or if practical assistance/support is available from personnel
- if 'hands on work' is planned/needed, how is this to be negotiated.
- what the insurance situation is – will your members be covered.

Ensure that you and the Gardens' management understand:

- what management's expectations are of your Group
- what your Group expects from management

Communication:

- Have a gardens' representative, or relevant Councillor attend committee meetings.
 - Work through the key gardens' contact/s and provide updates on your plans.
 - Ask gardens' management for an annual 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.
 - Invite/inform management of Friends' events in the gardens
- Invite a gardener/s to do a talk or practical demonstration for a Friends' meeting

f. Funding

Grants and Submission.

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.

Rules of 'thumb':

- Consider - if the submission was for *your* financial support, what information would you expect, to convince *you* to award a grant.
- A really good grant submission takes a great deal of thought and time to prepare
- One really good grant submission is far better than 3 'quite good' ones.
- The 'fair' and 'quite good' submissions are first into the assessor's bin!

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

- 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
- Discuss the project with the curator or the appropriate gardens person.
- Projects with long-term benefits to the Friends/gardens and community 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 being applied for.
- Highlight the key words in the grant criteria and requirements very carefully
- Phone 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 council/garden. When it is required, a 15-20% \$ 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; and
- 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.
- Include 2 or more letters of support from varying sources other than garden's 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 potential useful grant too late, register your name for information on the next grant round.

State governments

Local Councils - range of arts & community project grants
Volunteer Small Equipment Grants - most useful for cameras, computers etc.
Heritage Grants - for each state
Parks Management in each state
Education
Museums Australia
Our Community

Federal Government websites

Water Grants- round 3 not yet announced.
www.community.gov.au
www.grantslink.gov.au lists all types of grants available
www.artsinfo.net.au
National Estate Grants (heritage/ conservation)
National Library of Australia (community heritage)

Non-Government Funds.

BHP Billiton Community Trust
Percy Baxter Trust
RACV
National Australia Bank
The Australia Foundation
Potter Foundation

Myer Foundation
Visy Pratt Foundation
Brockoff Foundation
Telstra, Alcoa, Shell, Ford, Mazda and Tattersall Foundations

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

Public Funds or a Tax Deductible Fund

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.

An NAT3132- “Gift Pack for Deductible Recipients & Donors” (DGR’S) is quite well set out and available from the ATO on the website or by post .Ph 1300 720 092

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 organizations, 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.

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” so not qualify as environmental organizations under ATO Environmental Public Fund categories.

g. Insurance

For a number of years the Association's Committee tried to arrange suitable insurance to cover all Members. This proved to be a challenging and unsuccessful task.

The Committee is aware from the responses received to the questionnaire sent to Members in early 2005, that Members are insured in various ways:

- Under their Gardens' insurance cover – this applies to a few of the Friends' Groups of capital city Botanic Gardens
- Under their local Council's cover
- Some Members who have cover through their local Council, also have additional insurance with an insurance company to cover them for trips
- Through Garden Clubs of Australia - premiums are based on risk exposure and claims history – www.gardenclubs.org.au
- Through the Royal Horticultural Society of Victoria
- With various insurance companies arranged by insurance brokers
- One Member has insurance arranged through Allianz Australia Insurance Group under a National Landcare Insurance program which covers them for injury suffered whilst performing voluntary work only.

www.ourcommunity.com.au is an excellent resource for volunteer/not for profit organizations for insurance, incorporation and many other matters.

h. 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 to ensure, where-ever possible, that their expectations are being met and that your group is offering activities and volunteer opportunities which 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

- Network. Make sure that the message about the importance of your purpose and activities is spread far and wide.
- Prepare an attractive pamphlet about your group. Make sure it is available in your Garden and elsewhere e.g. at the Library.
- Promote your group as a vibrant professional organization.
- Offer reduced subscription if a visitor joins on the day of their visit to the Garden.
- Letterbox drop in areas surrounding the Garden.
- Seek to promote your group at relevant outside exhibitions/shows e.g. environmental/horticultural shows.
- Direct Mail -
 - enter into joint mailing with similar interest groups
 - insert membership brochures in the mailings of other organizations
- Co-operative promotions –
 - Special activities and functions with special interest groups e.g. garden clubs, horticultural societies, Field Naturalists, botanic artists etc.

Maintain an up-to-date website

Seek free publicity/editorial space in local newspapers/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/organizations about your Garden/group.

Organize activities which will attract prospective members into the fold.

- Increase whenever possible the special privileges/benefits extended to members to encourage more people to join the Friends – this could have the spin-off of enabling the group to increase its membership rates without running the risk of losing members or not attracting them.
- ‘Friends only’ activities for special celebrations/events.
- Membership attracting initiatives can be a co-operative effort between the Friends’ group and/or the Botanic Gardens’ management and 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
 - Briefing of Gardens’ staff – encourage them to sign up new members whenever the opportunity arises

- Friends' brochures available at public contact points. e.g. shop, café
- An events' calendar displayed at suitable location/s
- Seek a presence to promote Friends at activities/exhibitions held in Gardens
- Link between responsible authority Gardens' website and Friends' website
- 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 and part of the group when they attend Friends' activities.
- Keep your members informed –
 - Provide a good quality newsletter – subject to budget, periodically insert a suggestions notice
 - Provide information about Friends' and Gardens' projects, activities and developments and how funds raised by the Friends benefit the Gardens
 - 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
- Organize programmes of substance in addition to regular publications, e.g. Botanic Art workshops, an environmental lecture series, or recent plant research topics, using respected specialists in their particular fields.
- Retain a diversity of times and days for activities -
 - evenings and weekends for members who work during the week
 - weekends, preferably Sundays, for families
 - daytime and weekends for older members

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

i. Activities ideas

Communication -

- Communicate well with Members and check regularly, by way of a survey or questionnaire, as to what their interests/needs/expectations are.
 - Reach out to a greater range of people by running joint activities with other organizations whose members have similar interests e.g. garden clubs, horticultural societies, landcare groups, etc. or offer to help organize/ run activities in your Garden initiated by your local municipal authority or organization which has responsibility for your Garden.

Activities might include -

- Tours of the Garden
- Family days in the Garden – e.g. BYO picnic and -
 - invite local musicians to donate their services and provide the entertainment
 - arrange -
 - a pet (well secured!) competition.
 - plant related activities e.g. how to propagate plants, take cuttings, graft plants, have a local expert run a plant identification service
 - activities for children e.g. make your own crown or hat from plant material, face painting, a competition for the best flower painting/tree painting etc.
- Talks – identify potential speakers within your group, among friends or contacts of your members, or other organizations in the local community. Those with plant, horticultural or historical knowledge of the Garden, travellers who have recently visited gardens or other places of interest to your members or those with related knowledge e.g. fibre plants for basket making etc.
- Trips and tours – To Botanic Gardens, members' gardens, significant gardens in your area.
- Film or video mornings
- Social functions e.g. coffee mornings, midwinter or pre-Christmas get-togethers.
- Walks – in local and nearby areas, e.g. National Park - arrange for a ranger to interpret area

Check Association newsletter *Campsis* and members' websites (links through www.friendsbotanicgardens.org) for ideas.

Network at Association, BGANZ or other conferences. Above all, always be on the look-out and keep your ears to the ground!

SECTION C

1. 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 which 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, being volunteers, 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 organization in its own right, able to make its own decisions and still work in a productive partnership with the Gardens' management.

While it is essential 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 still able to contribute fully, be consulted for advice, guidance and recommendations.

Where the Friends' Committee of Management elected members are volunteers, it allows a professional distance for the paid Gardens' representative/s or Councillor and thus avoids placing the person in a position of conflict with their other commitments or responsibilities.

Community support and fund raising for the Gardens are easier to achieve and advocacy is more acceptable where the effective autonomy, purpose and professionalism of the group is visible.

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

SECTION D

1. Sources of Help and Information

Association of Friends of Friends of Botanic Gardens website:

www.friendsbotanicgardens.org

Council of Heads of Australian Botanic Gardens:

www.anbg.gov.au/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/BCC:BOTANICL:578806253:pc=PC 1345

Canberra www.anbg.gov.au/anbg/

Darwin www.nt.gov.au/nreta/parks/botanic

Hobart www.rtbg.tas.gov.au

Melbourne www.rbg.vic.gov.au

Perth www.bgpa.wa.gov.au

Sydney www.rbg Syd.nsw.gov.au

Share your knowledge with 50 other garden enthusiasts. The site is monitored by Amanda King:

botanic_gardens-subscribe@yahooogroups.com

Australian Garden History Society:

www.gardenhistorysociety.org.au

“Theatre in a Wheelbarrow” – this wonderful group from Wollongong Botanic Gardens organizes travel which can be arranged by contacting Michael Connor

<http://botanicgardens.wollongong.nsw.gov.au/>

Botanic Gardens Conservation International:

www.bgci.org.uk/

A good information site if you are traveling:

www.bgci.org/botanic_gardens/findgarden2.html

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

www.edenproject.com

2. 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 Director of the Royal Botanic Gardens Melbourne, Dr Philip Moors, was elected inaugural President. 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 currently do not enjoy a right to vote in any meeting or decision of the organization.
The Association of Friends of Botanic Gardens has joined BGANZ as an associate member.

BGANZ offers greater opportunity for smaller botanic gardens, especially the regional gardens, to participate in the planning, organization and information exchange so important to the progress, development and influence of botanic gardens. The Association of Friends of Botanic Gardens 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 and the next one will be in Mackay, Queensland from 8-11 October 2009.

For further information about BGANZ go to www.bganz.org.au. BGANZ Newsletters are produced several times a year and contain a great deal of useful and interesting information.

3 Comment Form

Please complete the form below and return it to The Secretary, Association of Friends of Botanic Gardens, 16 Pavo Street, Belmont, Victoria, 3216

Name of Group:.....

Year Group was established.....

Name of Person completing form:.....

Contact details: Telephone:.....

Address:.....

Email:.....

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?
.....
.....
.....

Do you have any ideas to add to or suggestions about any of the material in the Kit:
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Do you have any other comments or suggestions:
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