



Directions for the Collingwood Children's Farm 2015-2020

Vision

The Farm's primary aim is to improve the lives of disadvantaged people in our community, particularly children, by providing inclusive services and support to help build independence and quality of life.

www.farm.org.au

Priority directions

Key strategic initiatives

Diversifying Farm participation	<ul style="list-style-type: none"> • Increase number of disadvantaged visitors. • Increase number of Indigenous visitors. • Support other NGOs by partnering or becoming a hub for them.
Implementing children's and educational initiatives	<ul style="list-style-type: none"> • Programs to support at-risk young people. • Education programs on environmental issues (land care, rare breeds). • Community education programs. • Introduce complementary services such as a garden for children.
Demonstrate best practice ecologically sustainable farm operations	<ul style="list-style-type: none"> • Continue to deliver and improve sustainable core Farm services. • Development and promotion of organic and local food production.
Valuing Farm staff	<ul style="list-style-type: none"> • Support staff in their respective roles. • Encourage professional development opportunities for staff. • Regularly acknowledge the enormous contribution of volunteers.
Supporting the on-site community gardens	<ul style="list-style-type: none"> • Showcase on-site horticulture. • Increase interaction between community garden members and Farm stakeholders.
Protecting natural assets	<ul style="list-style-type: none"> • Promote Indigenous cultural heritage in consultation with the Wurundjeri. • Progress implementation of Landscape Master Plan.
Showcasing animal husbandry	<ul style="list-style-type: none"> • Exemplary animal husbandry practices which recognise the rights of sentient beings. • Demonstrate humane and compassionate farming practices. • Showcase rare breeds.
Improving governance	<ul style="list-style-type: none"> • Identify new skills required for business development. • Track and monitor grants. • Improve Committee performance. • Succession planning for key staff members and Committee. • Produce high level risk register.
Increasing the utilisation of fixed assets on the Farm	<ul style="list-style-type: none"> • Protect, maintain and maximise heritage value of houses to support initiatives above. • Develop barn usage at night for other activities.
Increasing and diversifying income	<ul style="list-style-type: none"> • Use social media for marketing and gathering customer feedback. • Improve membership engagement and retention. • Streamline membership processes and enhance current membership engagement. • Explore business opportunities. • Explore expansion of the farmers' market. • Improved financial operations and internal controls.