

Tasmanian Weed Society



2003-2004 Business Plan

(Incorporating Strategic objectives until 2005)

Objectives

- Provide opportunities for those interested in weed management to exchange information and ideas based on research, experience and practice.
- Develop and provide published material as may be considered relevant to the achievement of the objectives.
- Promote a wider interest in weed management.
- Encourage the investigation of all aspects of weed management and the dissemination of findings.
- Establish and maintain a broad ranging membership of people interested and involved in reducing the economic, environmental and social impacts of weeds.
- The Tasmanian Weed Society be recognised as a leader for weed management issues.
- Co-operate and, where appropriate, affiliate with other organisations engaged in related activities in Australia and overseas.

Vision

The Tasmanian Weed Society will be an independent recognised leader in weed management issues in Tasmania. It will be recognised as a peak body with its views provided and comments sought in relation to weed management in Tasmania. Its representative role will be further enhanced through established networking and extension functions for Tasmanian weed managers, support functions for members, and encouragement of the management and study of weeds.

SERVICES

TWS Objectives:			
Provide opportunities for those interested in weed management to exchange information and ideas based on research, experience and practice Produce and publish such material as may be considered relevant to the achievement of the objectives			
TWS Strategic Goals to 2005	TWS Activity 2003/2004	Outcomes	Timeframe
<ul style="list-style-type: none"> Maintain awareness of member needs Improve networking capacity 	<ul style="list-style-type: none"> Conduct electronic survey of member needs Via Tasweeds or other media channels Develop an electronic contact database of members (email lists etc) 	<ul style="list-style-type: none"> Present survey results at AGM Mar 2004 Maintain and update an electronic contact list of TWS members 	<ul style="list-style-type: none"> Survey complete by February 28 2004. Report on survey to 2004 AGM
<ul style="list-style-type: none"> Organise events which appeal to a range of members and closely related organisations 	<ul style="list-style-type: none"> Organised at least three events Tap in on industry activities, events and field days where they relate to weeds. 	<ul style="list-style-type: none"> Turf grass day Coastal weed field day Grass ID day AGM Seminar function 	<ul style="list-style-type: none"> Aug 2003 Nov 2003 Feb 2004
<ul style="list-style-type: none"> Maintain publication of quarterly newsletter to members 	<ul style="list-style-type: none"> Seek appropriate material for newsletter Seek sponsorship / advertisements in Newsletter if appropriate ie weed management services. 	<ul style="list-style-type: none"> Four Tasweeds produced each year 	<ul style="list-style-type: none"> Jun 2003 Sep 2003 Dec 2003 Mar 2004

COMMUNICATION

TWS Objective: Promote a wider interest in weed management			
TWS Strategic Goals to 2005	TWS Activity 2003/2004	Outcomes	Timeframe
<ul style="list-style-type: none"> <i>To achieve wider awareness and interest in weeds and their management</i> 	<ul style="list-style-type: none"> Update TWS website to promote TWS and provide links to members and member organisations Exchange of relevant URLs Media release for TWS events Produce MS Powerpoint® presentation of TWS promotion including weed information for use at schools & shows (ie Agfest, Burnie show, Hobart & Launceston shows) 	<ul style="list-style-type: none"> A current readily accessible website to promote the TWS and its work TWS website URL available at other relevant weed sites with TWS website hosting URLs in return Media Releases for TWS events undertaken as standard business 	<ul style="list-style-type: none"> Dec 2003
<ul style="list-style-type: none"> <i>To provide opportunities for exchange of information and ideas for weeds management.</i> 	<ul style="list-style-type: none"> Investigate possible State Weeds conference for Sep 2005- expanded scientific focus to encompass community weed management 	<ul style="list-style-type: none"> Concept Development proposal completed 	<ul style="list-style-type: none"> Dec 2003

WEED MANAGEMENT

TWS Objectives: Encourage the investigation of all aspects of weed management and the dissemination of findings			
TWS Strategic Goals to 2005	TWS Activity 2003/2004	Outcomes	Timeframe
<ul style="list-style-type: none"> To encourage the study of weeds and the dissemination of its findings 	<ul style="list-style-type: none"> State Conference investigation Hold seminar on Turfgrass weed control Hold seminars on Grasses TWS Travel award (follow up on Exec decision) Investigate providing weed reference books at discounted price to members. 	<ul style="list-style-type: none"> Decision made Preparation of plans Preparation of plans Annual travel award granted 	<ul style="list-style-type: none"> Jan 2004 Feb 2003 Sep 2003
<ul style="list-style-type: none"> To reward community weed management and research achievements. 	<ul style="list-style-type: none"> Call for nominations Biennial Golden Woody awards in conjunction with Tasmanian Landcare Awards Investigate opportunities for CAWSS medal nominations 	<ul style="list-style-type: none"> Nominations received Awards granted 	<ul style="list-style-type: none"> Mar 2003 Aug 2003
<ul style="list-style-type: none"> Encourage closer links with weed researchers 	<ul style="list-style-type: none"> Contact University and Industry with offer of information exchange Invite University & Industry to become members and members of executive 	<ul style="list-style-type: none"> Articles related to State weed research in Tasweeds TWS members attending presentations of research Send invite letters to Uni & Industry 	<ul style="list-style-type: none"> Mar 2004

MEMBERSHIP

TWS Objective:

A broad ranging membership of people interested and involved in reducing the economic, environmental and social impacts of weeds

TWS Strategic Goals to 2005	TWS Activity 2003/2004	Outcomes	Timeframe
<ul style="list-style-type: none"> Networked membership 	<ul style="list-style-type: none"> Develop an electronic contact database of members (email lists etc) 	<ul style="list-style-type: none"> Maintained contact list 	<ul style="list-style-type: none"> Jun 2003
<ul style="list-style-type: none"> Increase membership base especially to include field and industry representatives and students More members involved in society activities 	<ul style="list-style-type: none"> Promote value of the society to students in relevant tertiary courses Identify potential member groups Develop Marketing Plan Stickers promoting society, fridge magnets Promotional folders including complimentary copy of Tasweeds 	<ul style="list-style-type: none"> Identify relevant courses and design promotional campaigns Identify relevant groups and design promotional activity to reach groups 60 fully paid members 	<ul style="list-style-type: none"> Mar 2004

COMMUNITY VALUE

TWS Objective:
The Tasmanian Weed Society be recognised as a leader for weed management issues

TWS Strategic Goal to 2005	TWS Activity 2003/2004	Outcomes	Timeframe
<ul style="list-style-type: none"> <i>Viewed as independent of Government</i> 	<ul style="list-style-type: none"> Promotion of TWS generally and in industry as independent lobbyist 	<ul style="list-style-type: none"> Recognised as State peak body on weed management issues. 	<ul style="list-style-type: none"> Ongoing
<ul style="list-style-type: none"> <i>Sought after for comment on relevant weed management issues</i> 	<ul style="list-style-type: none"> Comment on relevant review documents Contribute to state weed management issues eg WeedPlan, weed strategies. 	<ul style="list-style-type: none"> Documents reviewed 	<ul style="list-style-type: none"> Ongoing
<ul style="list-style-type: none"> <i>Promote weed management issues effectively to key stakeholders</i> 	<ul style="list-style-type: none"> Develop lobby system Identify stakeholders (TWMC, TIAR, TCT, FFGA, TAPG, etc.) and contacts Powerpoint presentation on society to target industry and diverse groups. 	<ul style="list-style-type: none"> Define strategies eg. guest editorials, press releases, email distribution Develop address database 	<ul style="list-style-type: none"> Dec 2003 Oct 2003

BUSINESS EXCELLENCE

TWS Objectives:
 The Tasmanian Weed Society has a healthy financial base and uses sound and transparent business practices.
 Co-operate and ,where appropriate, affiliate with other organisations engaged in related activities in Australia and overseas.

TWS Strategic Goals to 2005	TWS Activity 2003/2004	Outcomes	Time frame
<ul style="list-style-type: none"> • <i>Financial strength</i> 	<ul style="list-style-type: none"> • Maintain financial reserve minimum of \$2500 • Make a profit from each event held • Investigate sponsorship opportunities (see powerpoint display) • Investigate remunerated support for Secretarial etc. 	<ul style="list-style-type: none"> • Net increase in bank balance 	<ul style="list-style-type: none"> • Mar 2004
<ul style="list-style-type: none"> • <i>Transparent business practices</i> 	<ul style="list-style-type: none"> • Produce annual report and audited financial statement to members 	<ul style="list-style-type: none"> • Published in Tasweeds with report to business affairs 	<ul style="list-style-type: none"> • Mar 2004
<ul style="list-style-type: none"> • <i>Effective Meetings</i> 	<ul style="list-style-type: none"> • Executive meet quarterly • Define committee member tasks, delegate jobs and give all members some responsibility. • Update existing position descriptions 	<ul style="list-style-type: none"> • Minutes of meeting emailed and at website • Produce delegation list • Up-to-date position descriptions 	<ul style="list-style-type: none"> • Ongoing • Annually at first meeting after AGM
<ul style="list-style-type: none"> • <i>Policy development</i> • <i>Relevant and current constitution</i> 	<ul style="list-style-type: none"> • Develop Vision • Review current constitution 	<ul style="list-style-type: none"> • Produce and have adopted 	<ul style="list-style-type: none"> • AGM 2002
<ul style="list-style-type: none"> • <i>Independent Executive</i> 	<ul style="list-style-type: none"> • Letters to diverse organisations promoting society, encouraging membership, targeting Executive recruitment. 	<ul style="list-style-type: none"> • Diverse Executive (Industry, Community, and Government) • Expanded membership 	<ul style="list-style-type: none"> • March 2004
<ul style="list-style-type: none"> • <i>CAWSS representation and support</i> 	<ul style="list-style-type: none"> • Two delegates to CAWSS • Comment on issues relevant to CAWSS-Feedback • Contribute to CAWSS business planning process • CAWSS strategic plan review 	<ul style="list-style-type: none"> • TWS represented on CAWSS 	<ul style="list-style-type: none"> • Mar 2004
<ul style="list-style-type: none"> • <i>Ensure that business plan is maintained</i> • <i>Strategic planning</i> 	<ul style="list-style-type: none"> • Monitor and review business plan annually. 	<ul style="list-style-type: none"> • Publish updated business plan in Tasweeds • Presentation of report 	<ul style="list-style-type: none"> • First meeting after AGM

<ul style="list-style-type: none"> • <i>Succession planning</i> 	<ul style="list-style-type: none"> • Review seminars and prepare a summary/report of organisational issues 		<ul style="list-style-type: none"> • Present plans at 2004 AGM • Next committee meeting after seminar
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Acknowledgments

- TWS would like to thank the Weed Society of Victoria for providing planning template and information.