



Strategic Plan 2023-2028

Our Vision

A resilient community built on an abundant local food system.

Our Mission

Growing Abundance (GA) promotes, educates and collaborates to enable a local, abundant, sovereign food system and network.

Our Values

Replenish : We seek to replenish the earth through sustainable practices

Rejoice : We rejoice in what nature gives us and celebrate and share with our community

Reciprocity: We respect the relationship between people and land

Relationships: We value, support and create pathways to collaboration

Strategic Goals 2023-2028

Growing Abundance (GA) is an organisation that, through active collaboration, contributes to the creation of strong communities to foster an abundant, local, sovereign food system.

GA is inclusive, engages and collaborates with diverse groups to ensure a whole of community and local level approach to food systems.

Our strategic goals to achieve our vision and mission over the next 5 years are

1. We harvest and distribute excess fruit/produce
2. We educate and partner in our community to build food sovereignty
3. We are a sustainable organisation

Strategic Goal 1: We harvest and distribute excess fruit/produce

We provide practical support in the community to collaborate with local growers, volunteers and organisations to harvest and distribute fruit/produce.

Priority areas:

- Create an annual seasonal calendar with defined goals and activities
- Deliver the Harvest program
- Enable food distribution with an emphasis on reaching vulnerable members of the community
- Promote and increase visibility of GA within the community

Strategic Goal 2: We educate and partner in our community to build food sovereignty

We build partnerships, locally and regionally, to support a range of initiatives that underpin and strengthen food security

Priority areas:

- Identify gaps and opportunities to build effective and sustainable partnerships
- Promote GA and partner events
- Create a model of the harvest program that can be deployed by other communities
- Distribute “Grow what when around Castlemaine” calendars.

Strategic Goal 3: We are a sustainable organisation

We utilise core program(s) and a strong governance model to leverage sustainable funding

Priority areas:

- Build the Strategic Plan through the development of an associated Business Plan and clear fundraising goals
- Construct back end systems to enable clear administrative processes
- Establish DGR1 status (if applicable)
- Maintain a unified and effective team at both the committee and operational levels