

## NURSERY & GARDEN INDUSTRY VICTORIA

# Strategic Plan to 2025

Founded in 1903, Nursery & Garden Industry Victoria (NGIV) is the peak industry body for the state's horticultural sector, representing the interests of a sector worth \$2.5 billion and employing over 24,100 people.

The NGIV strategic plan sets the 2022-2025 priorities for the association and this summary provides an overview of the identified strategies and activities that will help deliver our three key strategic themes.

### Vision

A growing, united and sustainable horticultural industry for the advancement of our members and the health and well-being of the Victorian environment, communities and the economy.

### Mission

NGIV is the peak body fostering excellence in the horticultural industry.

### Core Values

Our values are fundamental to everything we do, we seek to:

- » Act with transparency, honesty and integrity
- » Be accountable for our actions and decisions
- » Provide efficient, timely and welcoming service

### Key Strategic Themes

- 1. Desirable membership** – attract and retain members because our membership offer is desirable
- 2. Building better businesses** – support our members to improve their businesses' professionalism, performance and profit
- 3. Viable and sustainable industry** – in a changing environment effectively advocate, promote and educate all stakeholders on behalf of our members



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# Strategic Plan to 2025



| Strategic Theme                           | Individual Strategies   |
|---|---|
| <b>1. Desirable Membership</b>            | <p>1.1 Provide a membership focused service at all times</p> <p>1.2 Enhance internal systems for improved service delivery</p>  |
| <b>2. Build Better Businesses</b>         | <p>2.1 Increase members' knowledge through the use of informative and educative programs</p> <p>2.2 Build awareness and promote horticulture as an exciting career</p> <p>2.3 Create a skilled and qualified horticulture workforce</p> <p>2.4 Target the younger generation as potential consumers and/or future industry employees</p> <p>2.5 Develop, support and protect our social license to operate by further implementing sustainable and community accepted practices</p> <p>2.6 Provide opportunities for members to improve business performance and profit</p> <p>2.7 Support our members to showcase and promote their industry</p> |
| <b>3. Viable and Sustainable Industry</b> | <p>3.1 Establish and maintain relationships with all levels of government in Victoria.</p> <p>3.2 Promote the association as the peak horticultural industry body</p> <p>3.3 Establish support systems to ensure industry sustainability</p> <p>3.4 Explore opportunities and increase mutually beneficial alliances that will drive a united green industry</p> <p>3.5 Advocate to address key national issues via GIA</p> <p>3.6 Leverage off the MIFGS Brand to promote NGIV</p> <p>3.7 Provide governance oversight</p>   |