

Summary Business Plan

Canterbury School Gardens (Canterbury Public School)

Canterbury School Gardens

March 16, 2014

Proprietary and confidential.

A. Our aspiration and strategy

The long term goal is for the Canterbury School Gardens (CSG) to be vibrant, educational and productive; a place that is inclusive of the entire school community and reflects Canterbury Public School's (CPS) commitment to learning and sustainability in the way it operates.

By the end of 2014 our goal is for the CSG to be a vibrant, educational and productive place, more closely integrated with the School's programs and canteen, with at least 40 school families involved and a small revenue stream established.

B. The sector we operate in and how we make money

PURPOSE

The gardens are a place where students, parents, teachers and the school community come together to learn, contribute and help create a environmentally and financially sustainable garden for all.

THE CANTERBURY SCHOOL GARDENS

There are three gardens:

1. An interpretive, educational and practical Indigenous garden with produce;
2. A sensory garden for all students and particularly the Support Unit students; and
3. A seasonal vegetable and herb garden with produce for the CPS school canteen, for classes, Green Thumbs and families in the school community.

All have been developed as places of learning, teaching, discovery, creating, caring and using.

INTEGRATION OF CSG WITH CPS SCHOOL PROGRAMS AND ACTIVITIES

The CSG contributes to the curriculum of the students by providing resources and activities for class and after school programs. It grows plants for display, as well as produce for the canteen and for use by school families.

HOW CSG OPERATES

CSG relies on the school community for care and funding, on a voluntary basis. The three gardens require significant ongoing maintenance and resources for development.

There is a strong culture of using the gardens and their resources for teaching, learning and play. The gardens add significantly to the amenities of the playground in a visual, sensory and practical way.

CSG GARDEN SUPPORTERS, THE COMMITTEE AND VOLUNTEERS

The gardens receive dedicated care and maintenance from teachers, students and from at least 20 school families. In 2013 the gardens were awarded the 'Neil Rankin Award for work regarding environmental education and school

projects'. Those involved with the gardens are seeking to gather greater support and involvement. There exists a core of committed people to continue the efforts of the School. This provides a strong foundation to encourage other school families to become involved, to draw on the experience and expertise of others, share the responsibilities and help to grow the gardens.

ESTABLISHING SUSTAINABLE GARDENS

A greater number of volunteers and particularly specific expert assistance and funding is required in order maintain and develop the gardens. With close to 300 students in the school, and a close-knit hands-on school community, greater involvement in the gardens are possible and needs to be fostered.

To achieve this, greater efforts in communicating the role, purpose and areas for contributions are required. School families should feel able to participate and contribute to the gardens. This could include being on the watering roster; harvesting produce for the canteen, sale or home use; weeding; general maintenance; helping in school-based activities like Green Thumbs; donating to help raise funds through regular market days; helping select suitable plants for inclusion in the the gardens; providing recipes using produce; and supplying content to include in CPS newsletters or on Facebook. All members of the school community need to feel that the gardens are theirs to enjoy, share and that they have a role in their care.

ENCOURAGING GREATER SCHOOL FAMILY INVOLVEMENT

Practices and activities to encourage greater involvement and engagement with the school community include:

- mapping and labelling garden areas and the garden beds;
- nominating key contacts for each of the four garden areas and publicising widely;
- making the garden facilities more accessible through an orientation program, including a short volunteer guide and information package;
- planning the vegetable garden planting roster in discussion with the canteen;
- installing a lockable notice board in the gardens to regularly communicate with the school community;
- instituting regular market days to coincide with Green Thumbs sessions where produce can be picked and cakes and other saleable items donated for sale (with proceeds returned to the gardens)
- communicating regularly through the school newsletter and Facebook page;
- having garden committee member / volunteer attend each P&C meeting;
- inviting school community members to give recipes / instructions to prepare healthy, tasty meals using produce sourced from the garden; and
- building opportunities for engagement with the broader community including Canterbury Girls and Canterbury Boys High School and over time, further afield.

CHALLENGES FOR THE CSG

Competition for building greater participation and support among the school community includes:

- pressure felt by families from other school activities and therefore little time to donate to the garden;
- families being unsure of what is required;
- the broader school community not being informed ahead of time about the gardens and what they seek to do;
- little awareness of activities of which people can nominate to be involved in (outside a working bee) when they have a short amount of time;
- interested community members may not know who to contact about the gardens and volunteering;
- communication through the School newsletter and Facebook are not reaching the whole school community;
- that the canteen cannot always use all the garden produce due to the need for pre-planning menus, that the quantity is in excess of what is required and possibly because the types of produce grown do not meet the requirements of the canteen;
- that school families do not know they can pick from the garden to use in their own homes.

BUILDING A SMALL CSG REVENUE STREAM

The CSG could establish a small regular revenue stream by selling its produce and cuttings, value-adding and through occasional grants.

Market Days are being trailed this calendar year as a simple and cost effective way to build involvement and revenue. Market Days coincide with the first and third Green Thumbs program each semester and are coordinated through the School. Market Days are held from 3.00 to 4.15 pm on the nominated Fridays. The Market Stall will sell and trade garden produce and cuttings (either as pre-picked bunches or using a self-serve model) from school or surplus produce from home, homemade cakes/ slices / savouries donated by the school community and especially those involved with the gardens. Those who donate or make are invited to swap or trade for their contribution. This is based on an honour system.

Market days would be promoted through the School newsletter, P&C Facebook page and school information on Green Thumbs.

FURTHER REVENUE OPPORTUNITIES

The Market Day revenue stream could be enhanced by greater promotion and value-adding. For example, drying produce (herbs, tomatoes) and semi-preparing produce for sale.

Other options could include more regular whole-of-garden related events. These could be themed around 'Celebrating CSG'. It might include, for instance, information workshops on composting or bee keeping featuring guest presenters. It may also be by linking with already celebrated events like the School's multicultural day and internationally celebrated days like World Environment Day. The events are proposed to be by donation, nominally suggested as a gold coin.

Further products could also be generated through the creation of pictorial and informative recipes on Facebook and in the newsletter, with colour copies provided for a small charge. If interest was strong, there would be the option to prepare a short CSG recipe book. It would teach about the foods and seasons and represent the diversity and cultures of families within the school. Later on, related events might include cooking demonstrations, tastings, garden tours with a garden party and old fashioned garden games. These could coincide with other activities or be developed as stand-alone annual events.

Further, the programs and experiences from the market stalls and related programs would be useful in helping the CSG committee and interested volunteers decide how best to support the 2015 CPS School Fete. It would help identify ways to ensure revenue generated from the gardens and value-adding activities can be developed and presented to realise the greatest benefit for entire school.

C. In order to achieve our goal, we will complete these activities and milestones...

Periods starting:	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	Jul '15	Oct '15
Conduct garden planning, operations and working bees								
prepare an annual roster of plantings, maintenance and dates								
audit watering systems for efficiency								
cost repairs and upgrades for watering systems for all four garden areas								

Periods starting:	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	Jul '15	Oct '15
prepare a list of requirements and budget for top soil, mulch, fertiliser and basic garden equipment	■							
audit and cost maintenance requirements for all four garden areas (major works)	■							
disconnect the garden storage shed from the central School alarm	■							
an integrated and inclusive CSG				◆				
prepare a map / diagram of all the garden areas for display in the CSG noticeboard	■							
more school families volunteering				◆				
Promote CSG activities in newsletters and Facebook	■	■	■	■	■			
implement communications plan		■	■	■	■			
an inclusive, educational and sustainable CSG		◆						
purchase garden supplies (mulch, plants, equipment) across all gardens								
organise rubbish removal from vegetable garden	■							
write planting roster / expected harvest times for vege garden	■							
establish a food safe out-of-hours canteen drop-off facility for harvested fruit and vegetables	■							
set up a wholesale supply agreement with Rockdale Community nursery	■							
prepare an annual planting, maintenance and harvest roster by season / month	■							
prepare signage for 'weeding', 'harvesting', 'watering' in veg garden	■							
purchase a key safe (wall mounted) to allow access to the garden	■							
organise labelling of plants and shrubs in the herb garden with Stage 3 students	■							
develop 'welcome' signage	■	■						
install key safe appropriately to allow access to the garden	■							
report to the P&C any grounds and garden issues and risks		■	■	■	■	■		

Periods starting:	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	Jul '15	Oct '15
label plants and shrubs in the Indigenous garden		■						
relocate wooden school notice board to garden								
identify 2015 key activities / issues arising				■				
Align CSG with existing School programs and educational outcomes	■	■	■	■	■			
for CSG to be more integrated with class programs		◆						
nominate CSG contact people for each garden and publicise	■							
liaison with Lisa Haller on Indigenous garden	■	■						
discuss with staff requirements of CSG for learning programs	■							
working bees to be coordinated with School requirements	■							
Green Thumb sessions to be coordinated with market stall / harvesting days	■	■	■	■	■			
contribution to CPS environmental management plan	■	■						
general garden signage to be developed collaboratively	■	■						
signage for each veg garden bed								
Lisa Haller to present directions on the Indigenous garden								
greater capacity for involvement and learning				◆				
present detailed garden committee report at each P&C meeting	■	■	■	■	■			
working bees closely aligned to School program delivery	■							
promote CSG activities in the School newsletter	■							
present CSG activities and requirements at each P&C meeting	■	■						
promote CSG activities on the P&C Facebook and 'share' with CPS	■	■						
undertake a review / evaluation process				■				
liaise with staff, canteen manager and within CSG committee		◆						

Periods starting:	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	Jul '15	Oct '15
discuss with staff members learning outcomes for lessons and programs that are CSG based	■							
discuss with canteen manager requirements for fresh produce	■							
present findings of discussion to nominated representatives from each of the CSG								
familiarise CSG volunteers with school requirements				◆				
present findings of discussion to CSG committee members		■						
Communicate about CSG to inform and encourage participation	■							
prepare a communications strategy		◆						
prepare a CSG communications strategy	■							
inform the school community of the CSG plans		◆						
prepare a CSG communications strategy	■							
promote activities on Schools newsletter and Facebook	■							
utilise CSG notice board with regular updates and promotions		■						
engage more school families with the CSG				◆				
contribute to the School newsletter with CSG activities and invitations	■							
prepare an email distribution list of interested school families	■							
prepare a photographic record for promotion CSG (online and print)	■							
undertake a review / feedback program with new volunteer families				■				
familiarise CSG members with communications plan		◆						
present communication strategy to nominated and interested members of the CSG		■						
Establish a regular revenue stream	■							
develop programs for revenue stream				◆				
hold market stalls program with the 1st and 3rd Green Thumbs ea semester	■							

Periods starting:	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	Jul '15	Oct '15
review market stall program				■				
to generate regular income for CSG				◆				
implement a market stalls program with interested CSG volunteers	■							
interested CSG members to have a planning meeting and assign responsibilities	■							
liaise with CSG reps from each of the 3 gardens produce for sale/trade	■	■	■	■				
establish a subgroup of CSG volunteers		◆						
call for volunteers to help with market stall	■	■	■	■				
implement a market stalls volunteer contact group		■	■	■				
greater economic sustainability of the CSG				◆				
implement a market stalls program for 1st and 3rd Green Thumbs ea semester	■	■	■	■				
identify possible grant seeking opportunities for CSG	■	■	■	■				
prepare grant applications	■	■	■	■				
discuss other fund raising options (recipes)		■						
list key dates for grant applications to assist 2015 planning				■				
Increase and strengthen the CSG volunteer community	■	■	■	■				
to have 40 school families involved in the CSG				◆				
call for school families to nominate (register) interest to be involved in CSG activities	■							
promote the number of families already involved in CSG activities (as a way of thanks and promotion)	■	■	■	■				
implement the communications plan		■	■	■				
a more sustainable CSG				◆				
develop a guide of activities to be done by volunteers	■							
promote the CSG activities and encourage participation	■	■	■	■				

Periods starting:	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	Jul '15	Oct '15
develop a volunteer register for all volunteers for insurance cover and for contact details		■						
volunteer management guide and information kit			◆					
source garden summaries from nominated CSG representatives	■							
prepare a guide to brief volunteers (activities, insurances and autonomy)		■						
orientation tours and information		◆						
orientation / garden tours hosted by Green Thumbs for parents and carers		■						

D. ...which will allow us to reach these goals...

Periods starting:	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	Jul '15	Oct '15
Cumulative revenue				400				

E. ...and progress in this fashion.

Periods starting:	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	Jul '15	Oct '15
Revenue	(80)	70	70	70	0	0	0	0
Cost of Goods Sold	0	0	0	0	0	0	0	0
Gross Profit	(80)	70	70	70	0	0	0	0
Research & Development	0	0	0	0	0	0	0	0
General & Administrative	390	90	90	90	0	0	0	0
Sales & Marketing	0	0	0	0	0	0	0	0
Total Expenses	390	90	90	90	0	0	0	0
Contribution	(470)	(20)	(20)	(20)	0	0	0	0
Cumulative Contribution	(470)	(490)	(510)	(530)	(530)	(530)	(530)	(530)

Values in \$. Intermediate values may be rounded.

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