NOTICE OF
AUSTRALIAN ARID LANDS BOTANIC GARDEN
ADVISORY COMMITTEE MEETING

MEMBERSHIP
Cr Fran Paynter - Chairperson
Ms Carlee Archer  Mr John Zwar
Ms Natasha Paul  Mr John Banks
Mr Martin Sampson  Mr Michael Dunemann
Mr John Sandham

Notice is hereby given pursuant to Section 41 of the Local Government Act 1999, that an AALBG ADVISORY COMMITTEE MEETING will be held in the Australian Arid Lands Botanic Garden Conference Room, Stuart Highway, Port Augusta on Friday 27th March 2015 commencing at 10:30AM.

A copy of the Agenda for the above meeting is attached to this notice.

MICHAEL DUNEMANN
DIRECTOR CORPORATE SERVICES
AGENDA

1. **WELCOME**
   By Chairperson Cr Fran Paynter.

2. **APOLOGIES**

3. **BUSINESS ARISING FROM PREVIOUS MINUTES**
   Minutes of previous meeting 28/03/2014 (AR14/22981) are attached.
   **ATTACHMENT A**

4. **AGENDA ITEMS/REPORTS**
   4.1 AALBG Quarterly Report for Period Ending 31/03/2015 (AR15/10379) (Refer to **ATTACHMENT B**)
   4.2 Business Plans 2013/2014 (Refer to **ATTACHMENT C**)
   4.3 Financial Comparisons (Refer to **ATTACHMENT D**)
   4.4 Friends Group Report (verbal report at meeting)
   4.5 Policies for Review
      - 2.11.02 - AALBG Environmental Protection (AR10/3734)v2 (Refer to **ATTACHMENT E**)
      - 2.11.03 - AALBG Living Collection Policy (AR10/3735)v2 (Refer to **ATTACHMENT F**)
   4.6 Proposal to Investigate Relocation of Yudnapinna Homestead – Refer to attached Report (AR15/10455) & Letter (AR15/1274) (Refer to **ATTACHMENTS G & H**)

5. **OTHER BUSINESS**
   5.1 Report – The Status of Tourism & Botanic Gardens Worldwide (Refer to **ATTACHMENT I**)

6. **CLOSE OF MEETING**
MINUTES OF AUSTRALIAN ARID LANDS BOTANIC GARDEN STRATEGIC MANAGEMENT COMMITTEE MEETING HELD ON FRIDAY 18 JULY 2014

**PRESENT**

Members
Chairperson Cr Fran Paynter
Cr Lisa Lumsden
Mr John Zwar (Friends of AALBG)
Mr John Sandham (Botanic Gardens of Adelaide)
Mr Martin Sampson (Business Community)
City Manager Mr Greg Perkin
Director Corporate Services Mr Michael Dunemann

Officers
Cherie Gerlach (AALBG Manager)
Ms Michelle Bain (Designhaus)

**WELCOME**
The Chairperson Cr Paynter declared the meeting open at 11.15am and welcomed those in attendance.

**APOLOGY**
Cr Lumsden/J Zwar moved that the apology be received.

Pauline Hedger (Tourism Manager)

**CARRIED**

**MINUTES OF PREVIOUS MEETING**

M Sampson/ G Perkin moved that the previous minutes 28/03/2014 (AR14/10312) be received.

**CARRIED**

**BUSINESS ARISING FROM PREVIOUS MINUTES**

Nil.

**AGENDA ITEMS/REPORTS**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td><strong>AALBG Quarterly Activity Report – June 2014</strong></td>
</tr>
<tr>
<td></td>
<td>M Dunemann/M Sampson that Australian Arid Lands Botanic Garden Strategic Management Committee recommends Council receives and notes the “AALBG Quarterly Activity Report – June 2014” (AR14/19829) dated 18/07/2014, submitted by the Director Corporate Services.</td>
</tr>
<tr>
<td></td>
<td>CARRIED</td>
</tr>
<tr>
<td>4.2</td>
<td><strong>AALBG Managers Activity Report</strong></td>
</tr>
<tr>
<td></td>
<td>M Dunemann/M Sampson that Australian Arid Lands Botanic Garden Strategic Management Committee recommends Council receives and notes the “Australian Arid Lands Botanic Garden Activities Report” (AR14/19892) dated 18/07/2014, submitted by the AALBG Manager.</td>
</tr>
<tr>
<td></td>
<td>CARRIED</td>
</tr>
<tr>
<td>4.3</td>
<td><strong>AALBG Finance Report</strong></td>
</tr>
<tr>
<td></td>
<td>G Perkin/M Sampson that Australian Arid Lands Botanic Garden Strategic Management Committee recommends Council receives and notes the “Australian Arid Lands Botanic Garden Finance Report, June 2014” (AR14/20194) dated 14/07/2014, submitted by the Director Corporate Services.</td>
</tr>
<tr>
<td></td>
<td>CARRIED</td>
</tr>
</tbody>
</table>
4.4 Friends of the AALBG President’s Report

L Lumsden/M Sampson that Australian Arid Lands Botanic Garden Strategic Management Committee recommends Council receives and notes the “Friends of the AALBG President’s Report”, submitted by the President of the Friends of the AALBG Mr J Zwar.

CARRIED

4.5 Review of AALBG Strategic Management Committee Terms of Reference

M Dunemann/J Sandham that Australian Arid Lands Botanic Garden Strategic Management Committee recommends Council receives and notes the review of the “AALBG Strategic Management Committee Terms of Reference”.

Note: A tourism representative and the City Manager will be nominated at the next meeting of the Committee, following the Local Government Elections.

CARRIED

OTHER BUSINESS

Nil

The meeting was declared closed at 1.10pm.
REPORT FOR: Australian Arid Lands Botanic Garden Advisory Committee
MEETING DATE: 27th March, 2015
REPORT FROM: Manager – AALBG
FILE NAME: F15/7 RECORD NO: AR15/10379 AALBG Quarterly Activity Report

<table>
<thead>
<tr>
<th>STRATEGIC PLAN SUB GOAL/S</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Economic growth for long-term benefit.</td>
</tr>
<tr>
<td>6.1 A professional effective, efficient &amp; customer focused organisation, responsive to the needs of the community.</td>
</tr>
<tr>
<td>6.2 Optimise the use &amp; management of the council’s financial &amp; physical resources.</td>
</tr>
</tbody>
</table>

PURPOSE

To provide the Australian Arid Lands Botanic Garden (AALBG) Advisory Committee with details of activities and projects being undertaken by staff at the AALBG.

RECOMMENDATION

Australian Arid Lands Botanic Garden Advisory Committee recommends Council:

Receives and notes the report (AALBG Quarterly Activity Report) dated 27th March 2015, submitted by the Manager - AALBG concerning "Australian Arid Lands Botanic Garden – Quarterly Activity report March 2015".

1. General

1.1 **Rabbits** – As is being experienced across the region, high rabbit numbers are proving a problem in the garden. An estimated 50 per cent of new plantings in the eremophila garden were decimated by rabbits in less than a week. As a result, new plantings have guards, and wire tree and plant guards are being added to existing high risk plants to protect them.

1.2 **Friends Gold Card and Corporate Sponsorships** – Staff worked with the Friends of the AALBG to facilitate the implementation of the new Friends Gold Card. This has been in place since November 2014. Staff also worked with the Friends to launch their corporate sponsorship package, which includes one
day free use of the conference room. To date, more than $6000 has been raised by the Friends in Corporate Sponsorships. The selling of the sponsorships has also resulted in local business owners learning more about the AALBG and its value to the community and economy.

1.3 **Digital Interp in the Visitor Centre** – The Friends have purchased a large flat screen television for the Gift Shop which will feature a range of informative videos and power point displays.

1.4 **Signage plan update** – Signage for the four walking tracks is completed. The next stage is the entrance drive into the garden and the car park. This is expected to commence in the upcoming budget period.

1.5 **Growing plants for parks and gardens** – This financial year, the AALBG Nursery has become the main supplier for Council’s Parks and Gardens Department. It has provided an accessible supply of plants for the Department and has resulted in increased AridSmart plantings across Port Augusta. This includes Central Oval and the central corridor. Investigations have commenced into the feasibility of AALBG nursery being main supplier for Council’s street tree program.

1.6 **Changes to committee** – Changes have been made to the AALBG Strategic Management Committee with its name changed to the AALBG Advisory Committee. Please refer to the Terms of Reference.

2. Quarterly Activity Report

2.1 A quarterly activity report for period ended March 27, 2015 is included for member’s information.

**Activity:**

AUSTRAILIAN ARID LANDS BOTANIC GARDEN (AALBG) INTERPRETIVE CENTRE INCORPORATING SOUVENIR & PLANT SALES

**Goal Area 1:** We Thrive
**Goal Area 3:** We Connect
**Goal Area 4:** We care

**Mission Statement:** Provide the best possible experience for visitors to the Australian Arid Lands Botanic Garden Café and Interpretive Centre. Increase tourism activity in Port Augusta and contribute to improve employment, business growth and to consolidate industry networks and partnerships within Port Augusta and the Region.

**Responsibility:** Director Corporate Services – Michael Dunemann

**Personnel:**

<table>
<thead>
<tr>
<th>Year</th>
<th>F/Time</th>
<th>P/Time</th>
<th>Casual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>-</td>
<td>2</td>
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<tr>
<td>2012</td>
<td>-</td>
<td>2</td>
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<tr>
<td>2011</td>
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<tr>
<td>2010</td>
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</tr>
</tbody>
</table>
**Proposed Projects and Activities:**

1. **Identify and target key audiences for advertising**

   **Outcomes Achieved:**
   - Continued monitoring of visitors statistics and other available data.

   **Ongoing Activity:** Ongoing monitoring of data.

   **Next Qtr Outcomes:**

2. **Promote AALBG & AridSmart Message.**

   **Outcomes Achieved:**
   - Smart TV for digital interp installed in the Visitor Centre with assistance from the Friends of the AALBG. Held a successful famil day for regional tourism businesses. Joined SFRTO. Adverts placed in relevant upcoming visitor guides.
   - Promotional plan for 2015 events, with increased activities hosted by the Friends of the AALBG.
   - School holiday events including craft activities, sand table, activity table and Bugs’n’S slugs event.

   **Ongoing Activity:** Continue to build networks to benefit the Garden.

   **Next Qtr Outcomes:**

3. **Create seasonal events and promotions to increase visitor numbers and revenue**

   **Outcomes Achieved:**
   - Promotional plan for 2015 events, with increased activities hosted by the Friends of the AALBG.
   - School holiday events including craft activities, sand table, activity table and Bugs’n’S slugs event.

   **Ongoing Activity:**
   - Seek new opportunities.

   **Next Qtr Outcomes:**
   - Bilby Hunt for Easter, photography session with Peter McDonald.
   - School holiday activity table, Breakfast with the Birds.
   - New-look menu and drinks list for the café.

4. **Measurement of visitor numbers and satisfaction.**

   **Outcomes Achieved:**
   - Monthly reporting of postcodes and counter stats. Ongoing monitoring of visitor comments, both in the Visitor Centre and online.

   **Ongoing Activity:**
   - Continued monitoring of visitor and social media comments.

   **Next Qtr Outcomes:**

5. **Use and Analysis of Online Media**

   **Outcomes Achieved:**
   - Website content updated, facebook posts continue, Instagram account opened.

   **Ongoing Activity:**
   - As above.

   **Next Qtr Outcomes:**

6. **Measure performance of retail operation.**

   **Outcomes Achieved:**
   - Monthly comparisons of sales figures. Analysis of stock lists and popular items for reordering.

   **Ongoing Activity:**
   - As above.

   **Next Qtr Outcomes:**
   - As above.
7. Enhanced tourism status and credentials.

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th>Registered for SATC 2015 Awards. Staff to attend SATC conference. Tourism accreditation with SATIC renewed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td>Investigate eco-tourism accreditation.</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td>Application for SATC Awards.</td>
</tr>
</tbody>
</table>

8. Increase sales revenue.

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th>Maintained previous year’s record sales levels in the giftshop. Exceeded the sales level in the café. Sunday breakfasts introduced.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td>Ongoing promotion. Maintain high standards and customer service.</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td></td>
</tr>
</tbody>
</table>

9. Improve sales margins.

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td>Select products on their ability to be sold at AALBG preferred margins.</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td>Ongoing review using BPOS of best selling products with highest margins. Review pricing and adjust accordingly.</td>
</tr>
</tbody>
</table>

10. Actively seek sponsorship and donations.

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th>Assisted Friends of the AALBG to introduce corporate sponsorship package with strong results.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td>Promote on-site donations and purchasing a tax-deductible donation as a gift.</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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**Activity:** AUSTRALIAN ARID LANDS BOTANIC GARDEN (AALBG) & NURSERY

**Goal Area 1:** We Thrive  
**Goal Area 3:** We Connect  
**Goal Area 4:** We care  

**Mission Statement:** To propagate AridSmart plants for use in the Garden and sale to the general community and external organisations. To facilitate the Research & Development of arid zone flora.

**Responsibility:** Director Corporate Services – Michael Dunemann

**Personnel:**  
<table>
<thead>
<tr>
<th></th>
<th>F/Time</th>
<th>P/Time</th>
<th>Casual</th>
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<tbody>
<tr>
<td>2015</td>
<td>2</td>
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<tr>
<td>2014</td>
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<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2013</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>
Proposed Projects and Activities:

1. Maintain the Plant Collection in accordance with the AALBG Master Plan.

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th>Revamp of AridSmart Display Gardens, weeding, buffel grass spraying, new immersion path in revamped bushfood garden, path network completed in eremophila garden. Redbanks seating installed and area improved.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td>Weekly site checks. Maintain garden areas to a high standard.</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td></td>
</tr>
</tbody>
</table>

2. Develop the research & development function of the AALBG Nursery and Garden.

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th>Discussions with University Technology Sydney to host second stage of thermal tolerance study. Coolibah seed germination trial by Department of Environment, Heritage and Natural Resources completed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td>Biosecurity SA continuing buffel grass eradication trials.</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td>Support research projects.</td>
</tr>
</tbody>
</table>

3. Promote educational programs to engage children and encourage families into the AALBG

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th>School holiday activity table. Children’s walk completed and signposted. Bugs’nSlugs and Funky Chicken school holiday program. Partnered with The University of Adelaide to deliver the Compass program.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td>Continue discussions with Australian Children’s University. Production and sale of educational DVD about the garden. Development of a garden mascot.</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td>Easter activities and April School Holiday program.</td>
</tr>
</tbody>
</table>

4. Develop visitor experience and understanding of arid zone flora

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th>Signage for all four walking tracks has been installed. Digital interpretive images and videos in the visitor centre.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td>Assist Friends with development of Plants book.</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td>Add to digital interpretive display.</td>
</tr>
</tbody>
</table>

5. Maintenance of garden infrastructure.

<table>
<thead>
<tr>
<th>Outcomes Achieved:</th>
<th>Delivery of disability access path network throughout both eremophila gardens, and in the bush food garden. New chair installed at Red Cliffs and area surrounding it landscaped.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing Activity:</td>
<td></td>
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<tr>
<td>Next Qtr Outcomes:</td>
<td></td>
</tr>
<tr>
<td>Ongoing Activity:</td>
<td>Prepare to start work on disability access path network around the courtyard garden.</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Next Qtr Outcomes:</td>
<td></td>
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</table>

6. **Upgrades to Nursery.**

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<tr>
<td>Ongoing Activity:</td>
<td></td>
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<td>Next Qtr Outcomes:</td>
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</tbody>
</table>
Australian Arid Lands Botanic Garden (AALBG) Visitor Centre incorporating Souvenirs, Plant Sales, Café & Conference Room.

BUSINESS PLAN

2015 – 2016

<table>
<thead>
<tr>
<th>Preparation Date:</th>
<th>19/03/2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compiled By:</td>
<td>Cherie Gerlach</td>
</tr>
<tr>
<td>Business Unit Coordinator:</td>
<td>Cherie Gerlach</td>
</tr>
<tr>
<td>Responsible Director:</td>
<td>Michael Dunemann</td>
</tr>
<tr>
<td>Endorsement Date:</td>
<td></td>
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</tbody>
</table>
1. **Introduction**

The purpose of this business unit plan is to co-ordinate the activities of the AALBG Visitor Centre.

2. **Business Unit Mission Statement**

Provide the best possible experience for visitors to Australian Arid Lands Botanic Garden Café and Visitor Centre. Increase tourism activity in Port Augusta and contribute to improve employment, business growth and to consolidate industry networks and partnerships within Port Augusta and the Region.

3. **Business Unit Core Business/Activities**

Management of the AALBG Visitor Centre
Souvenir Shop
Plant Shop
Café
Conference Room

4. **Organisational Values**

- Respect
- Social justice
- Equal opportunity
- Inclusiveness
- Accessibility

5. **Existing Staffing Resources**

<table>
<thead>
<tr>
<th>Year</th>
<th>F/Time</th>
<th>P/Time</th>
<th>Casual</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>-</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2014</td>
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<td>4</td>
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<td>2013</td>
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<td>2012</td>
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<td>2011</td>
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<tr>
<td>2010</td>
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</tr>
</tbody>
</table>

6. **Business Environment**

**Achievements**

- Gained National Tourism Accreditation
- Awarded a Silver medal in the eco-tourism category of the South Australian Tourism Awards
- Implemented Friends Gold Card and assisted increase in Friends membership.
- Record café sales consistently from July 2014 to present.
- Maintaining gift shop sales at 2013/14 levels – a year that experienced substantial growth
- Attendance at Eyre Peninsula Field Days and Laura Folk Fair.
- School holiday program, including craft session, author visit, photography session and bugs and slugs.
Seasonal promotions with another successful AridSmart Club/Friends Member Christmas shopping evening.

- Introduced Sunday breakfasts with café opening at 9am. Breakfast menu offered.
- Continued growth in Facebook likes and engagement.
- Increase in range of ‘on brand’ products in the gift shop, including increase in products from local and regional suppliers.
- New ‘see through’ fence installed in the plant shop and the area remodelled.
- Networks strengthened with local and regional accommodation providers and tourism operators. Successful Famil day held in March 2015 with about 25 operators attending.
- New edition of the AALBG brochure printed and distributed.
- New design walks brochure printed.
- Introduced Thursday night dinners from October to December.
- Increase in wine and beer sales
- Hosted a number of specialty dinners and functions including City Manager’s farewell, Provincial Cities Dinner, Medical Students Dinner, and 80th birthday celebrations.

- New menu and wine list for café
- Promotion DL flyer for café and conference room

Critical Issues

- Standard of the Garden.
- Staffing requirements to service souvenir, plant shop and café.
- Capacity of café kitchen to service increased in sales
- Australian economy as applied to the tourism sector

Identifiable changes that may impact business

- Australian Economy as it relates to the tourism sector.
- Job losses in the region and a potential drop in consumer confidence.

Stakeholders that may be impacted (Internal and External)

- Australian Arid Lands Botanic Garden Café
- Australian Arid Lands Botanic Garden Nursery
- Australian Arid Lands Botanic Garden Infrastructure
- Wadlata Interpretive Centre
### 7. Business Unit Action Plans

**Strategic Plan Goal:**
- Strategic Objectives: 1 - We Thrive, 3 – We Connect, 4 – We Care

**Objective Category:**
- Business Development, Sales & Marketing

**Objective:**
- To increase awareness of the AALBG and Port Augusta on a State and National level

<table>
<thead>
<tr>
<th>Action No.</th>
<th>Action</th>
<th>Priority (H, M, L)</th>
<th>Outcome / Performance Indicator</th>
<th>Responsible Person/s</th>
<th>Key Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify and Target key audiences for advertising</td>
<td>H</td>
<td>Ongoing evaluation of advertising ensuring reach to key audiences Marketing and advertising plan for print, radio, TV and social media Marketing survey for customers</td>
<td>Cherie Gerlach</td>
<td>Identify and Target key audiences for advertising</td>
</tr>
<tr>
<td>2</td>
<td>Promote AALBG &amp; AridSmart message</td>
<td>H</td>
<td>Evaluate/improve interp in the Visitor Centre defining AridSmart message and AALBG history and purpose Partner with Friends for promotion of the Garden Tour company promotion Establish monthly e-update for local and regional tourist providers on AALBG activities</td>
<td>Bernadette Reichstein</td>
<td>Promote AALBG &amp; AridSmart message</td>
</tr>
<tr>
<td>3</td>
<td>Create seasonal events and promotions to increase visitor numbers and revenue.</td>
<td>H</td>
<td>Promote garden and café as a site for groups to host events Seasonal revision of café menu focussed on regional produce Hold night tours and specialty Thursday dinners with guest speakers Create, promote and update yearly calendar of events</td>
<td>Pam Warren &amp; Cherie Gerlach</td>
<td>Create seasonal events and promotions to increase visitor numbers and revenue.</td>
</tr>
<tr>
<td>4</td>
<td>Measurement of visitor numbers and satisfaction.</td>
<td>H</td>
<td>Monitor visitor numbers via gate counter. Visitor Book comments Trip Advisor comments &amp; Social Media comments Conduct an online survey for comments &amp; improvement suggestions Analyse visitor post codes Develop a feedback form for Conference room attendees</td>
<td>Cherie Gerlach</td>
<td>Measurement of visitor numbers and satisfaction.</td>
</tr>
<tr>
<td>5</td>
<td>Use and analysis of online media.</td>
<td>H</td>
<td>Maintain website content Analyse website and Facebook statistics Establish links with similar sites for cross promotion and marketing</td>
<td>Cherie Gerlach</td>
<td>Use and analysis of online media.</td>
</tr>
</tbody>
</table>
Investigate using ‘mypark’ app or similar for the AALBG

**Strategic Plan Goal:**
**Objective Category:**
**Objective:**

<table>
<thead>
<tr>
<th>Action No.</th>
<th>Action</th>
<th>Priority (H, M, L)</th>
<th>Outcome / Performance Indicator</th>
<th>Responsible Person</th>
<th>Key Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Measure &amp; review performance of retail and café operation.</td>
<td>H</td>
<td>Examine opportunities to reduce expenses and increase profit</td>
<td>Rebecca McCarthy</td>
<td></td>
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<td></td>
<td>Analyse a range of data – use as a basis for improvement</td>
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<td></td>
</tr>
<tr>
<td>2</td>
<td>Enhance tourism status and credentials.</td>
<td>H</td>
<td>Renew tourism industry accreditation. Apply for second SATC awards in ecotourism category</td>
<td>Bernadette Reichstein</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Strengthen partnerships with SATC, FROSAT, SFRTA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Increase sales revenue.</td>
<td>H</td>
<td>Promotion across all media</td>
<td>Cherie Gerlach</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Conference room promotion</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Localised advertising and promotions to attract regional, return visitors to café &amp; giftshop.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cross promotion of all business units to maximise sales.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Australian Arid Lands Botanic Garden and Nursery

BUSINESS PLAN

2015 – 2016

<table>
<thead>
<tr>
<th>Preparation Date:</th>
<th>19/03/2014</th>
</tr>
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<tbody>
<tr>
<td>Compiled By:</td>
<td>Cherie Gerlach</td>
</tr>
<tr>
<td>Business Unit Coordinator:</td>
<td>Cherie Gerlach</td>
</tr>
<tr>
<td>Responsible Director:</td>
<td>Michael Dunemann</td>
</tr>
<tr>
<td>Endorsement Date:</td>
<td></td>
</tr>
</tbody>
</table>
1. Introduction
The purpose of this business unit plan is to co-ordinate the activities of the AALBG Interpretive Centre.

2. Business Unit Mission Statement
To propagate AridSmart plants for use in the Garden proper and sale to the general community and external organisations. To facilitate the Research & Development of arid zone flora.

3. Business Unit Core Business/Activities
AridSmart Nursery
Research and Development

4. Organisational Values
Respect
Social justice
Equal opportunity
Inclusiveness
Accessibility

5. Existing Staffing Resources

<table>
<thead>
<tr>
<th>Year</th>
<th>F/Time</th>
<th>P/Time</th>
<th>Casual/Trainee</th>
<th>Volunteers</th>
</tr>
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<tbody>
<tr>
<td>2015</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>3 FTE</td>
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<tr>
<td>2014</td>
<td>2</td>
<td>2</td>
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<tr>
<td>2013</td>
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<td>2012</td>
<td>3</td>
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<tr>
<td>2011</td>
<td>3</td>
<td>-</td>
<td></td>
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</tr>
<tr>
<td>2010</td>
<td>-</td>
<td></td>
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</tr>
</tbody>
</table>

6. Business Environment

Achievements

- Working with Council’s Parks and Garden’s and Infrastructure department on delivery of Central Oval landscaping
- Plant selection plans for Central Oval landscaping
- Propagation and planting of AridSmart plants for Central Oval
- Establish AALBG nursery as major supplier for Parks’ street tree program and general planting program
- Supply plants for Highway Upgrade project
- Continued sales to Native Plant Wholesalers in Mount Gambier.
- Ongoing plant propagation records
- Maintained high number of nursery Volunteers
- Rationalisation of attendance at plant sale events, supported by volunteers & Friends:
  - Laura Folk Fair
  - Augusta Markets
  - Eyre Peninsula Field Days
  - Yorke Peninsula Field Days
• Disability access paths completed in eremophila gardens.
• Ongoing irrigation upgrades
• Implemented changes to staffing to create flexibility across garden and nursery.
• Completion of installation of new walking track posts and signage for four garden walks.
• Addition of Children’s walk
• Oiling and maintenance of boardwalk.
• Buffel Grass control
• Installation of immersion path, and upgrade to, bush tucker garden
• Rejuvenation of the AridSmart Gardens

Critical Issues

Volunteer numbers
Standard of the Garden
Commercial and wholesale plant sales
Capital available to expand the additional collection proposals and major projects.

Identifiable changes that may impact business

• Australian Economy as it relates to the tourism sector.
• Drop in mining, particularly the Olympic Dam expansion.
• Development of markets to other Local Governments and the broader community.
• Regional economy and growth.
• Capacity of the nursery to cater for greater increase in production

Stakeholders that may be impacted (Internal and External)

• AALBG Infrastructure
• AALBG Visitor Centre
• Parks & Gardens Section
### Strategic Plan Goal:
Strategic Objectives: 1- We Thrive, 3 – We Connect, 4 – We Care

### Objective Category:
Science and Collection

### Objective:
Provide scientific, educational, and recreational opportunities

<table>
<thead>
<tr>
<th>Action No.</th>
<th>Action</th>
<th>Priority (H, M, L)</th>
<th>Outcome / Performance Indicator</th>
<th>Responsible Person</th>
<th>Key Strategy</th>
</tr>
</thead>
</table>
| 1          | Maintain the Plant Collection in accordance with the AALBG Master Plan. | H                 | Ongoing assessment of structured work plan to ensure garden is maintained to a high standard  
Localised field trips to expand collection  
Upgrade the plant collection database  
Maintain key identified gardens to a high standard                                                                                                                                  | Deon Schuman & Bernie Haase         |              |
| 2          | Develop the research & development function of the AALBG Nursery and Garden. | M                 | Develop second stage of research with the University of Technology Sydney.  
Host Buffel Grass Trials in research area and provide ongoing assistance.  
Investigate options for other research possibilities  
Analyse propagations records and develop planting methods  
Conduct a mammal, insect and reptile survey. Investigate options for partnership program.                                                                                           | Tania Danylycha & Bernie Haase      |              |
| 3          | Promote educational programs to engage children & encourage families into the AALBG. | M                 | Send information packs to schools with options for tours  
School holiday programs based on regional flora and fauna  
Plan a children’s garden – cost and seek external funding  
Continue to work with OPAL to promote the garden for active living  
Utilise ‘outdoor classroom’ and investigate funding options  
Continue schools program                                                                                                                                            | Bernadette Reichstein & Deon Schumann |              |
| 4.         | Develop visitor experience and understanding of arid zone flora        |                   | Continue roll out of new signage as outlined in the Way Finding Plan  
Make Wi-Fi available in the Visitor’s Centre with delivery of NBN                                                                                                                    | Bernie Haase & Cherie Gerlach       |              |
### Strategic Plan Goal:
- Strategic Objectives: 1 - We Thrive, 3 – We Connect, 4 – We Care

### Objective Category:
- Facilities and Infrastructure

### Objective:
- Develop and maintain facilities and infrastructure

<table>
<thead>
<tr>
<th>Action No.</th>
<th>Action</th>
<th>Priority (H, M, L)</th>
<th>Outcome / Performance Indicator</th>
<th>Responsible Person</th>
<th>Key Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Maintenance of garden infrastructure</td>
<td>H</td>
<td>Upgrade Nursery Road&lt;br&gt;Access of Central WWTP water to Garden&lt;br&gt;Disability access footpath installed around Courtyard Garden&lt;br&gt;Investigate shade structures for picnic areas&lt;br&gt;Install new bin surrounds for car park&lt;br&gt;Install side access gate to boardwalk and remove vehicle access on walking track</td>
<td>Bernie Haase&lt;br&gt;Deon Schumann</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Nursery Operations</td>
<td>M</td>
<td>Relocate heat beds&lt;br&gt;Implement accreditation requirements&lt;br&gt;Add new access gate and path to hardening off compound&lt;br&gt;Investigate and implement water saving methods&lt;br&gt;Assess overall operation</td>
<td>Tania Danylycha</td>
<td></td>
</tr>
</tbody>
</table>
8. New Projects

To be implemented in 2014/2015
Create an AridSmart plants booklet and seek grants for publication.

Planning phase for the following projects to seek funding:-
Children’s Garden
COMMUNITY VISION & STRATEGIC PLAN OUTCOMES

1. We Thrive
   1.3 We use and manage our financial and physical resources in the best interests of our community, now and for the future.

PURPOSE

To provide the Committee with an update on the budget for 2014/2015.

RECOMMENDATION

**AALBG Strategic Management Committee recommends Council:**

1. Receives and notes the report (AR15/10311) dated 18 March 2015, submitted by the Director of Corporate Services concerning "**AALBG - Budget Comparison**"

DISCUSSION

1. The attached budget comparison is for the period ended 13th March, 2015 is provided for Member’s information.

2. The only major issue that is brought to the attention of Members is potable water use. Due to issues with metering and SA Water not taking actual meter readings for a period of over two years, we have recently been billed a massive “catchup” water bill. The extent of this is likely to be in the region of $80K after negotiations are completed with SA Water and this has not been budgeted for.

   A claim has been submitted to the Water Ombudsman to deal with this matter and this claim has been made on the basis of SA Water not making a reasonable attempt to take meter readings.

   Whatever the outcome of the Water Ombudsman’s findings we have formally requested that SA Water provide the opportunity to pay by three instalments over two financial years.

3. It is our intention to “draw back’ on other initiatives that were planned for the remainder of the financial year to claw back capacity to meet the first instalment, whatever it might be.

4. The Souvenir and Café Budgets are in a small surplus and this will be enhanced as we moved towards to the busy time of the year in autumn.
PROGRAM  CORPORATE & BUSINESS SERVICES
ACTIVITY  AUSTRALIAN ARID LANDS BOTANIC GARDEN

<table>
<thead>
<tr>
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<th>BUDGET 2014/2015</th>
<th>BUDGET Y-T-D</th>
<th>ACTUAL Y-T-D</th>
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<tr>
<td><strong>OPERATING EXPENDITURE</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Arid Lands Visitor Centre</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries &amp; Wages</td>
<td>125,500</td>
<td>91,710</td>
<td>92,914</td>
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<tr>
<td>Other Operating Expenses</td>
<td>268,200</td>
<td>199,140</td>
<td>187,476</td>
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<tr>
<td>Arid Lands Café</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries &amp; Wages</td>
<td>246,400</td>
<td>180,070</td>
<td>211,444</td>
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<tr>
<td>Other Operating Expenses</td>
<td>149,600</td>
<td>112,130</td>
<td>105,241</td>
</tr>
<tr>
<td>Arid Lands Operations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arid Lands Nursery</td>
<td>148,000</td>
<td>109,120</td>
<td>99,830</td>
</tr>
<tr>
<td>Arid Lands Botanic Garden Infrastructure</td>
<td>398,100</td>
<td>293,550</td>
<td>222,120</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING EXPENDITURE</strong></td>
<td>1,335,800</td>
<td>985,720</td>
<td>919,026</td>
</tr>
</tbody>
</table>

**OPERATING REVENUE**

|                            |                   |              |              |
| Arid Lands Visitor Centre | 198,800           | 145,270      | 145,419      |
| Arid Lands Café           | 399,400           | 291,870      | 321,583      |
| Arid Lands Nursery        | 105,000           | 76,730       | 73,317       |
| Arid Lands Botanic Garden Infrastructure | 35,100 | 35,000 | 37,354 |
| **TOTAL OPERATING REVENUE** | 738,300 | 548,870 | 577,672 |

**CAPITAL EXPENDITURE**

|                            |                   |              |              |
| Arid Lands Buildings       |                   |              |              |
| Arid Lands Machinery       |                   |              |              |
| **TOTAL CAPITAL EXPENDITURE** |                   |              |              |

**MAJOR ITEMS**

![Source of Funds Diagram](image)
5. A comparison of the souvenir sales for the last five years is set out below.

As can be seen, there was a significant increase in revenue for last financial year and this has continued this financial year. This is against the trend of general declines in tourism economies during that time. As can be seen, revenue have virtually trebled since 2011 from around $58K to $134 for the period July to February.

**RISK MANAGEMENT**

1: Financial/Budget  
n/a

2: Legal  
n/a

3: Environment  
n/a

4: Community  
n/a

---

**MICHAEL DUNEMANN**  
21/03/2015
2. OPERATIONAL UNITS POLICY/PROCEDURES

2.11 INFRASTRUCTURE & ENVIRONMENT SERVICES – PARKS AND GARDENS

<table>
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<th>POLICY NUMBER</th>
<th>2.11.02</th>
<th>Public Document?</th>
<th>Council or Administration</th>
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SUBJECT

AUSTRALIAN ARID LANDS BOTANIC GARDEN – ENVIRONMENTAL PROTECTION

COUNCIL MEETING | MICA0041 | ISSUE DATE | REVIEW DATE | DELETED DATE |
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EXTERNAL LEGISLATION

INTERNAL REFERENCES

Environmental Responsibilities
Acknowledgement – Attachment A (AR13/7367)

RELATED POLICIES

RESPONSIBLE OFFICER

DIRECTOR – Infrastructure & Environment

SECTION A

1.0 POLICY STATEMENT

1.1 Great importance is placed on the protection of the environment at the Australian Arid Lands Botanic Garden (AALBG). The AALBG is a centre for the cultivation, research and display of vegetation from the southern arid zone of Australia, and includes substantial areas of local endemic vegetation. It is vital that this vegetation is managed carefully and that when siteworks are undertaken that disturbance is kept to an absolute minimum. Restoration or rehabilitation of the environment often involves considerable cost and can take many years. Therefore minimising initial impacts by carefully undertaking any development can lead to significant savings at a later stage and maintains the flora and fauna of the site in the best possible condition. Protection of the environment is best given by retaining as much native vegetation as possible and minimising overall disturbance.
2.0 PURPOSE

2.1 To ensure the ongoing protection of the environment at the Australian Arid Lands Botanic Garden, the requirements detailed in this policy are mandatory and must be observed by all contractors and workers involved in siteworks at the AALBG.

3.0 RESPONSIBILITY & REVIEW

3.1 Rieck Shine – Strategic Co-ordinator AALBG/Parks

3.2 To be reviewed within 12 months of a General Election, in line with any legislative changes or by resolution of Council.

SECTION B

4.0 PROCEDURE

4.1 FLORA & FAUNA PROTECTION

4.1.1 The Contractor shall not cause or permit damage or injury to any vegetation or fauna except that approved for the performance of the services and is duly set out in the specifications and drawings.

4.1.2 Written approval must be obtained before any other vegetation can be removed or damaged. Even dead trees and shrubs are important and should be retained. Top soil should be removed and stockpiled prior to any construction or erection. The Contractor in the performance of the works shall not permit or cause any breach of any program for the protection, management and rehabilitation of environment at the AALBG.

4.1.3 Further, the Contractor shall not permit without written approval of the Contract Manager:-

a) vehicles to be driven off designated roads;

b) fires of any type to be started;

c) excavations to be dug or cut;

d) firearms or other items constituting offensive weapons to be brought on to the site;

e) dogs, cats or other domestic pets to be brought on the site.

In addition, use of unformed tracks should be minimised in wet weather conditions.

4.2 DISPOSAL OF WASTES

4.2.1 The Contractor shall be responsible for :-

a) safe transportation, storage and usage of potential pollutant brought on site for the services;

b) safe disposal of all pollutant or waste material arising from performance of the services;
4.2.2 Such pollutant or waste material shall include, but not be limited to, any motor fuel, oil, lubricant or other consumable, paint, solvent, concrete, rubble, derelict plant or equipment or refuse. It specifically includes materials dumped, spilled or leaked from any container, vessel or equipment of the Contractor or any of its subcontractors. Any incident involving pollution of the environment should be immediately notified in writing to the Contract Manager. In particular, great importance is placed on vehicle/plant maintenance. Should hoses burst it is the responsibility of the Contractor to remove soiled ground to a prescribed area in consultation with the Contract Manager.

4.2.3 In relation to fuel and oil storage, the Contractor must abide by Australian Standard 1940.

4.2.4 The Contractor shall keep the site clean and tidy as works proceed and shall regularly remove rubbish and surplus material arriving from the execution of the works to a nominated disposal area.

4.3 REHABILITATION OF DISTURBED GROUND

4.3.1 The Contract Manager should be consulted with regard to rehabilitation but in the absence of specific instruction, the following procedures shall apply:-

a) all rubble, building material, derelict equipment or any form of rubbish shall be removed from the site to a nominated disposal area;

b) all mounded soil, debris or tree mulch shall be raked from the edges of natural vegetation on to disturbed areas.

4.3.2 The Contract Manager may require the following procedures to be undertaken, in which case he will provide specific instruction :-

a) all disturbed areas including nominated roads and access tracks shall be ripped along the contour to at least 500 mm depth and shaped to match the surrounding ground surfaces;

b) replant spacing (single Tine) shall be 2 metres apart;

c) rock and soil dumps shall be levelled to local surface contours and ripped as per items (c) and (d) above;

d) all re-shaped and ripped surfaces shall be left rough.

e) drainage channels are not to be disturbed without prior consultation with the Contract Manager.

4.4 RECOVERY OF COSTS FOR CLEAN UP

4.4.1 If the Contractor fails to comply with any obligation imposed on it by this document, the Contract Manager may, after giving notice in writing to the Contractor, have the work of clean-up and rehabilitation carried out by other persons and the cost incurred by having such work carried out may be recovered as a debt due to the AALBG by the Contractor.

4.5 SIGNING OFF

4.5.1 Any Contract with the AALBG will not be deemed terminated until a formal “signing off” has been effected by the Contract Manager.
4.6 THE CONTRACT MANAGER

4.6.1 As the AALBG is a project under the control of the City of Port Augusta, the Contract Manager will be nominated by the City of Port Augusta.

4.7 ENVIRONMENTAL INDUCTIONS

4.7.1 All personnel employed on site must undertake an environmental induction, provided by the Contract Manager, during which the content of this document will be explained, before commencing work. All personnel must sign the attached statement, acknowledging receiving a copy of this document.

5.0 STAFF RESPONSIBILITIES

5.1 The AALBG Curator is to ensure that all contractors and workers involved in siteworks at the AALBG are provided a copy of this policy prior to commencing work.

6.0 AUDITS

6.1 Not applicable

SECTION C

7.0 FORMS AND ATTACHMENTS

7.1 Environmental Responsibilities Acknowledgement – Attachment A (AR13/7367)
THE AUSTRALIAN ARID LANDS BOTANIC GARDEN
PORT AUGUSTA

ENVIRONMENTAL RESPONSIBILITIES

I acknowledge receiving one copy of the document “ENVIRONMENTAL PROTECTION REQUIREMENTS” to be observed by all Contractors and workers involved in sitework at THE AUSTRALIAN ARID LANDS BOTANIC GARDEN, PORT AUGUSTA, SA.

NAME OF EMPLOYEE: ...........................................................................................................

EMPLOYED BY: ...................................................................................................................

DATE: .................................................................................................................................

........................................................................................................................................

(EMPLOYEE’S SIGNATURE)

NAME AND SIGNATURE OF PERSON ISSUING ENVIRONMENTAL PROTECTION REQUIREMENTS DOCUMENT

NAME: .................................... SIGNATURE: ..................................................
2. OPERATIONAL UNITS POLICY/PROCEDURES

2.11 INFRASTRUCTURE & ENVIRONMENT SERVICES – PARKS & GARDENS

<table>
<thead>
<tr>
<th>POLICY NUMBER</th>
<th>2.11.03</th>
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SUBJECT

AUSTRALIAN ARID LANDS BOTANIC GARDEN – LIVING COLLECTIONS POLICY

<table>
<thead>
<tr>
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<th>ISSUE DATE</th>
<th>REVIEW DATE</th>
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<td>21/5/02</td>
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</tbody>
</table>

EXTERNAL LEGISLATION

State Herbarium Act

INTERNAL REFERENCES

RELATED POLICIES

RESPONSIBLE OFFICER

Director – Infrastructure & Environment

SECTION A

1.0 POLICY STATEMENT

1.1 To develop and maintain in Port Augusta an Arid Lands Botanic Garden of international significance for the display and promotion of botanic biodiversity of the arid lands of southern Australia.

2.0 PURPOSE

2.1 The Living Collections Policy (LCP) of the AALBG establishes the criteria for the development of the collections at the garden site. The policy states categories and principles required to define and evaluate the living collections, both existing and future.

2.2 The policy defines the purpose of the collections and sets out collection directions.
2.3 Objectives

2.3.1 Establishment of an Australian Arid Lands botanic Garden of international significance providing recreational, educational and scientific opportunities through the plant sciences.

2.3.2 Encourage continuing dialogue with all sections of the community concerning development and maintenance of an Australian Arid Lands Botanic Garden and its heritage and conservation value.

2.3.3 Research into the promotion of economic strategies for sustainable development of arid land technology and flora in Australia and overseas.

2.3.4 Ensure the development of an Australian Arid Lands Botanic Garden is consistent with the International Union for Conservation of Nature, Botanic Gardens Conservation Strategy and objectives of the South Australian Botanic Gardens and State Herbarium Act.

2.3.5 Be actively involved in the conservation of regionally threatened species and plant communities.

2.4 Organisation Information

2.4.1 The Australian Arid Lands Botanic Garden (AALBG) comprises an area of approximately 200 hectares immediately north of Port Augusta on a site boarded by the Stuart Highway to the West, Whyalla Railway Line to the North, Spencer Gulf to the East and the cities residential zone to the South and 1.2 kms from the intersection of the Eyre Highway from Perth (see Appendix 3). Since its inception in 1981 the AALBG has been established largely through co-operation and support of The Friends of the Australian Arid Lands Botanic Garden, Port Augusta City Council and Western Mining Corporation with some State and Federal Government funding.

2.4.2 The garden was opened to the public in 1994. It is governed by the Port Augusta City Council, has a Friends of the Australian Arid Lands Botanic Garden group, assisted by the Australian Arid Lands Botanic Garden Reference Group and employs a curator and 1 gardener.

2.4.3 The arid zone (average rainfall generally less than 250 mm per annum) is by far the most dominant environment in Australia. Over two thirds of Australia and around 75% of South Australia is classed as arid or semi-arid. The AALBG was set up as a regional botanic garden to represent the flora of the southern arid zone of Australia. This area is bound by the Northern Territory border to the north, across to Shark Bay in the west, roughly following the 250mm isohyet in the south (down to the Nullarbor, Eyre Peninsula, and north of the River Murray in South Australia), western New South Wales to Cobar and south-west Queensland (refer to map below).
Among the distinctly arid-zone plants represented at the AALBG are *Eremophila*, Leguminosae, particularly *Acacia*, Poaceae such as *Triodia* and Chenopodiaceae.

The economic importance of plants of the arid-zone is exemplified by the continuing dependence on arid flora by the pastoral industry and the “bush tucker” produce industry. The latter, having sourced and selected superior plant forms from the natural environment for large scale production, is ultimately having an influence on modern Australian cuisine.

3.0 RESPONSIBILITY & REVIEW

3.1 AALBG - Curator

3.2 To be reviewed within 12 months after a General Election, in line with legislative changes or by resolution of Council.

SECTION B

4.0 PROCEDURE

4.1 POLICY FUNCTIONS

a) Define the principles and criteria to evaluate collections held by the AALBG.

b) Define the roles, reasons for and desired outcomes of all collections.

c) Provide directives for the development of the organisation’s collections and displays.
4.2 LIVING COLLECTIONS CATEGORIES

4.2.1 Complementing the basic criterion that the species represented in the AALBG are naturally distributed within the southern arid zone (see map) are a number of categories that set down primary themes for collections. Collections may fall into one or more of the following seven categories. The multi-layered composition of collections adds to their potential for interpretation and research.

a) Geographical

A collection or display of plants based on a defined geographical area.

*Some Geographical Themes*

1. A good representation of endemic plants found in a defined region.
2. Plants from key vegetation regions.
3. Plants with biogeographical connections.
4. Plants of cultural significance to a region, especially bush foods, native uses etc.
5. Geographical areas not represented in other Australian botanic gardens.

b) Biological and Ecological

Collections and displays of plants which grow together in Biological or Ecological communities defined by a particular range of environmental conditions. Examples relevant to the AALBG include deserts, coasts, mound springs and salt lakes.

*Biological and Ecological Themes*

1. Representatives of habitats existing or manufactured within the site.
2. Characteristic plant associations of a particular ecological community (specie interaction).
3. The association between plants as found in their natural environment and the details of these habitats (subtle landscape differences).

c) Taxonomic and Evolutionary

A collection of plants which demonstrates principles of plant classification and evolution.

*Taxonomic and Evolutionary Themes*

1. Plants demonstrating selected principles or features of plant classification or evolution.
2. Plants from a defined taxonomic group.
3. Plants which show diagnostic features of a particular group.
5. Collections relating to evolutionary adaptations, particularly adaptations to arid conditions.

d) Ornamental and Landscape

A collection of plants grown for their ornamental and landscape qualities, especially those more suited to arid environments.
**Ornamental and Landscape Themes**

1. Traditional or modern horticultural themes that relate to horticulture in arid and semi-arid environments.
2. Hybrids, cultivars and species grown for horticultural interest or display. (Not a priority at this stage)

**Historical and Cultural Themes**

1. Plants that have heritage associations.
2. Plants which are remnants of vegetation before European settlement.
3. Plants which are linked to the past and present regarding their uses.
4. Plants which are used by cultural groups.
5. Plants of economic importance.

**Conservation Themes**

1. Sufficient stock of known-provenance plants to maintain a viable collection of rare or threatened plants in conjunction with other botanic gardens or institutions.
2. Plants already existing at the site which are endangered.
3. Remnant vegetation.
4. Plantings which convey a conservation message.

**Research Collections**

Plant collections which demonstrate or are assembled for scientific research.

**Research Themes**

1. Plants related to current research projects undertaken by the AALBG or in collaboration with other organisations.
2. Plants that have been used in the past for research by the AALBG or other organisations.
3. Evaluation of plants for introduction for horticultural or landscape use.

### 4.3 COLLECTIONS AND DISPLAYS STATUS

**4.3.1** Review of all collections along with the seven categories is a continual process. Each collection will be evaluated using a standard procedure *(to be defined by the PACC Reference Group)* to assess its degree of representativeness, condition, comprehensiveness and compatibility with the collection categories and principles.

**4.3.2** Evaluation procedures will be carried out by the PACC Reference Group *which could include horticultural staff and be named the LCP committee*.

**4.3.3** The LCP committee will review and record all collections and their display status, their future strategies and limitations.
4.4 ACQUISITION PROCEDURES

4.4.1 Acquisitions must follow the criteria set down in the Living Collections Policy.

4.4.2 Instigation of new collections and displays as well as discontinuation of collections must be endorsed through the Living Collections Policy Committee and PACC Reference Group.

4.4.3 Instigation of additions to the collections will reflect the LCP for that particular collection or display.

4.4.4 New acquisitions will be of known wild provenance, and of known identity, or of known authentic cultivars.

4.4.5 The following guidelines should be followed:

(a) Plants of wild collected Australian taxa need to have a minimum dataset provided/recorded at time of collection in accordance with the recommendations of the State Herbarium of South Australia, along with appropriate herbarium vouchers specimens.

(b) Appropriate permits will be obtained from the Department for Environment and Heritage and abided to for all plant material collections.

(c) Plants obtained as seed from other botanical organisations or accredited collectors should where possible be without danger of hybridisation.

(d) Any cultivars or hybrids can be linked to their origin and reflect the development of plant breeding or selection.

(e) Cultivars or hybrids of demonstrated authenticity (verified at source).

4.4.6 Plants will be acquired from the following sources:

(a) Direct collection from the wild by AALBG staff.

(b) Requests and exchange from other botanical organisations and accredited collectors.

(c) Purchase from reputable nurseries or collectors able to provide necessary information.

(d) Donations from reputable sources.

5.0 REVIEW PROCEDURES

The LCP defines the future functions of the living collections and will be open to review. There should be self regularity review at least every 24 months.

The Port Augusta City Council should consider the need to appoint an external body (perhaps from another Botanic Garden or scientific organisation) to evaluate the LCP every seven years.

6.0 STAFF RESPONSIBILITIES

6.1 Not applicable.

SECTION C

7.0 FORMS AND ATTACHMENTS

7.1 Principle Collections of the AALBG – Appendix A

7.2 Plan of the Australian Arid Lands Botanic Gardens – Appendix B

7.3 Location Map of the Australian Arid Lands Botanic Gardens – Appendix C
## APPENDIX 1 – Principle Collections of the AALBG

### Collections category

<table>
<thead>
<tr>
<th>Collections</th>
<th>Geographical</th>
<th>Biological &amp; Ecological</th>
<th>Taxonomic &amp; Evolutionary</th>
<th>Ornamental &amp; Landscape</th>
<th>Historical &amp; Cultural</th>
<th>Conservation</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td></td>
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<tr>
<td>Clay pans</td>
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<tr>
<td>Eremophila garden</td>
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<tr>
<td>Flinders Ranges</td>
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<tr>
<td>Gawler Ranges</td>
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<td></td>
</tr>
<tr>
<td>Flinders Red Cliff (Brown Collection)</td>
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<td></td>
<td></td>
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<tr>
<td>Mixed plantings</td>
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<tr>
<td>Rare plants</td>
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<tr>
<td>Screening belt</td>
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<td>West Coast Mallee</td>
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<tr>
<td>Central Highlands – Eucalypt</td>
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<tr>
<td>Victoria Desert Allocasuarina</td>
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<tr>
<td>Victoria Desert (Triodia)</td>
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<tr>
<td>Future</td>
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<tr>
<td>Nullarbor (Chenopods)</td>
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<tr>
<td>Local area (Chenopods)</td>
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<tr>
<td>Murchison (Acacia)</td>
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<td>Myall (Acacia)</td>
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<tr>
<td>Simpson Desert (Triodia)</td>
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<td>Casuarina</td>
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<td>Goldfields Eucalypt</td>
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<tr>
<td>Gibber Desert</td>
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<tr>
<td>Salt Lakes</td>
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<td>Wet Lands</td>
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<td>Mound Springs</td>
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</tbody>
</table>
APPENDIX 2 – PLAN OF THE AALBG

KEY

1a. Native Forest - eucalypt
1b. Local Area (Clearing)
1c. Myall (Acacia)
1d. Low Shrubland
1e. Native Area
1f. Northern Corner (Clearing)
1g. Central Forest - Eucalypt
1h. Woodland
1i. Orange Gum Forest
1j. Euca. Gum Forest
1k. Yellow Gum Forest
1l. Bog Gum Forest
1m. Gum-Box St. Forest
1n. Bog Gum Forest
1o. Gum-Box St. Forest
1p. Bog Gum Forest
1q. Gum-Box St. Forest
1r. Bog Gum Forest
1s. Gum-Box St. Forest
1t. Bog Gum Forest
1u. Gum-Box St. Forest
1v. Bog Gum Forest
1w. Gum-Box St. Forest
1x. Bog Gum Forest
1y. Gum-Box St. Forest
1z. Bog Gum Forest
2a. Native Forest - Eucalypt
2b. Local Area (Clearing)
2c. Myall (Acacia)
2d. Low Shrubland
2e. Native Area
2f. Northern Corner (Clearing)
2g. Central Forest - Eucalypt
2h. Woodland
2i. Orange Gum Forest
2j. Euca. Gum Forest
2k. Yellow Gum Forest
2l. Bog Gum Forest
2m. Gum-Box St. Forest
2n. Bog Gum Forest
2o. Gum-Box St. Forest
2p. Bog Gum Forest
2q. Gum-Box St. Forest
2r. Bog Gum Forest
2s. Gum-Box St. Forest
2t. Bog Gum Forest
2u. Gum-Box St. Forest
2v. Bog Gum Forest
2w. Gum-Box St. Forest
2x. Bog Gum Forest
2y. Gum-Box St. Forest
2z. Bog Gum Forest

BOARDWALK LOOKOUT

NO ENTRY

WORK AREA

NO ENTRY

STREETING

BELT

KEY

ROADS

UNDEVELOPED

TRACKS

MIXED PLANTINGS

EMORIAL GARDEN

MEMORIAL GARDEN

BARE PLANTS

CAMP PARK

CAMP PARK

WILYALLA RAILWAY LINE

PORT AUGUSTA CITY COUNCIL
APPENDIX 3 – LOCATION MAP OF THE AALBG
REPORT FOR: Australian Arid Lands Botanic Garden Advisory Committee  
MEETING DATE: 27 March 2015  
REPORT FROM: Manager, Australian Arid Lands Botanic Garden  
REPORT TITLE: Proposal to investigate relocation of Yudnapinna Homestead to Australian Arid Lands Botanic Garden  
FILE NAME: F15/7 RECORD NO: AR15/10455

COMMUNITY VISION & STRATEGIC PLAN OUTCOMES

<table>
<thead>
<tr>
<th>1</th>
<th>We Thrive</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5</td>
<td>Maintain and develop tourism attractions and visitor services.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4</th>
<th>We Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.3</td>
<td>Value, protect and enhance the quality of our natural and built environment.</td>
</tr>
<tr>
<td>4.5</td>
<td>Our cultural and built heritage is recognised, conserved and promoted as a key contributor to our identity.</td>
</tr>
</tbody>
</table>

PURPOSE

For the committee to decide if it recommends Port Augusta City Council investigate the relocation of the historic Yudnappina Homestead from Homestead Gardens to the Australian Arid Lands Botanic Garden for use as an educational facility, added visitor attraction and as a base for the Friends of the AALBG.

RECOMMENDATION

The Australian Arid Lands Botanic Garden Advisory Committee recommends Council:

1. Receives and notes the report Proposal to investigate relocation of Yudnapinna Homestead to Australian Arid Lands Botanic Garden

2. Establish a working party with a representative from Council’s building section, Australian Arid Lands Botanic Garden, and Friends of the Australian Arid Lands Botanic Garden, to investigate the feasibility, logistics and benefits of relocating Yudnapinna Homestead to the AALBG.

BACKGROUND

Council’s decision to close Homestead Park has resulted in the historic Yudnapinna Homestead being surplus to use. As has been demonstrated in the closure of the site, a section of the community feels strongly about retaining the homestead due to its historical value. The Friends of the AALBG have written to the Port Augusta City Council CEO seeking support to work with Council to determine the feasibility of relocating the homestead to the AALBG (Attachment A).
DISCUSSION

1. The relocation of the historic Homestead would add an additional attraction for Visitors to the AALBG. Combined with a proposed adjoining Nature Play garden, the wide verandahs of the building would provide areas for seating with shade for parents watching children, encouraging outdoor play and a discovery of the natural environment.

2. In accordance with 7.4 of the AALBG Master plan (Shannon Architects 2009), the Homestead would accommodate “... an expanded Friends facility, multi-use conferences, integral interpretive display, exhibitions and perhaps most importantly an education space”. It is envisaged the Homestead could be used as an education space for schools, an interpretive space and an area for the Friends to meet and utilise as a base.

3. The relocation of the Homestead to the AALBG fits with the vision of Garden, showcasing the history of arid zone settlement and the arid zone plants used by settlers in daily lives. The Homestead is made from native pine (callitris) found in Australia’s arid zone region.

4. The Friends of the AALBG have reported that the Port Augusta Community has demonstrated initial support for investigating the relocation of the homestead to the AALBG. This has been from individuals and business owners who have become corporate sponsors of the Friends.

5. A relocation of the Homestead to the AALBG could provide a solution to the preservation of the building, and reinstate it as a visitor attraction for Port Augusta.

CONFIDENTIALITY PROVISIONS
n/a

RISK MANAGEMENT

1: Financial/Budget
There is no financial implication for the investigation of the proposal.

Once costs to relocate the Homestead are established, and if the project were to proceed, external funding sources would need to be investigated. Possibilities are grants, fundraising, support from the Friends of the AALBG, inkind support from businesses and Council.

2: Legal/Policy
n/a

3: Environment/Planning
n/a

4: Community

4.1 General
n/a

4.2 OPAL Program
Promotes physical outdoor activity

CHERIE GERLACH
20/3/2015
Mr John Banks,
Chief Executive Officer
Port Augusta City Council
PORT AUGUSTA S.A. 5700.

Dear John,

Re: Yudnapinna Homestead

On behalf of the Friends of the Australian Arid Lands Botanic Garden, I write to you to offer a possible solution to the preservation of the historic Yudnapinna Homestead, presently located at Homestead Park.

Given that Council has closed Homestead Park, which houses the Yudnapinna Homestead, and is considering options for its future use, we propose that a working group be formed to investigate the possible relocation of the Homestead to the Australian Arid Lands Botanic Garden. The Friends would be active on the working group, which would also include Council representatives and interested members of the community.

It is our vision that the Homestead would be relocated close to the existing Visitor Centre at the AALBG and could be well utilised as an interpretive and educational centre for the Garden, on the history of arid zone settlement and the arid zone plants utilised by these settlers in their day to day lives. It would also provide the Friends group with a base to operate from. A Nature Play garden for children is also planned for this area and would complement the relocated Homestead, with the verandah of the Homestead also providing shaded areas for families to sit.

We believe the relocation of the Homestead to the AALBG fits perfectly with the vision of the Garden, which is to promote the beauty and diversity of Australian arid land plants and their landscape. The Homestead (as far as is known is the only one of its type in SA) was built by early settlers to the area to provide shelter from the extremes of weather in an arid climate, and placing it at the Garden will provide a unique opportunity to showcase this 140-year old building and will again restore the Homestead as an attraction for Port Augusta while preserving it for future generations.
"It is the responsibility of present and future generations to ensure that standing monuments of value and beauty, are not lost to humanity forever. The symbols of a national heritage are priceless as the heritage of the past points the way to our destiny."
Mr K.A. SMITH, OBE, BE
(Former Commissioner of Commonwealth Railways & Pt Augusta resident)

The committee of the Friends of the AALBG has given its support to work with Council to determine the feasibility of the relocation, and we also have a number of people prepared to be on the working party. We would anticipate being able to report the outcomes from the working group to Council by May 2015. We acknowledge that there will be a cost to relocating the homestead and we plan to offer some solutions including in-kind assistance from supportive businesses, volunteer assistance and accessing grants to assist with the cost.

We look forward to Council considering our request favourably and agreeing to form a working party to investigate options for relocation.

If you have any further questions, please do not hesitate to contact me on 0418 896 995.

Yours Sincerely

Brian Reichelt
Vice-President
Friends of the Australian Arid Lands Botanic Garden
AUSTRALIAN ARID LANDS BOTANIC GARDEN
Port Augusta, SA, Australia.

Comparative Economic Assessment.

February 2015

Dr. Richard W. Benfield, Project Director.
EXECUTIVE SUMMARY

- Tourism is now the fourth largest industry in the world
- Australia, and South Australia in particular, currently enjoy a significant number of International and Domestic tourist visits
- This visitation is currently growing at 8% pa. And there is no reason to believe this growth rate will diminish, indeed new tourism markets like China may even increase this percentage growth
- The Australian Arid Land Botanic Garden in Port Augusta has visitation numbers that rank favorably with any botanic garden in the world, both in number of visitors and for economic viability.
- The garden is free to visitors. This is typical in Australia and New Zealand and at some university gardens in the United States of America but atypical, generally, in the world.
- The AALBG receives much of its funding from government sources. This is not atypical in Australia or in other world gardens. Furthermore, even famous iconic gardens like Kew, Edinburgh, Singapore and New York Botanic Garden receive some public funds.
- The amount of funds the garden receives is small both in absolute and relative terms; indeed on a per capita (Port Augusta population) base, it is one of the smallest amounts per capita in the world.
- The economic impact of the AALBG is certainly unappreciated and understated, particularly in its tourist appeal but also in terms of its contribution to quality of life and the livability of Port Augusta.
- Its economic impact must be considered significant and valuable.
- Its social and environmental impact is almost certainly significant and underappreciated; without the garden, Port Augusta would be less desirous for people to move there and would be a greatly diminished place for those who already live there.
- Closure of the garden, would be a disaster economically for the local tourism community, including and especially on the limited other tourism activities available, the accommodation sector and food service industries.
- Closure of the garden would be a disaster for world plant conservation.
• The garden is unique in the world. There are only two other comparable dry land gardens in the world and they specialize in entirely different xerophytic flora (and fauna).

• New Directions in tourism suggest that the garden can not only undertake its own additional attractive programming but that it will benefit from other economic growth possibilities and areas in the Port Augusta region.
In July 2014, the author travelled to Port Augusta, South Australia to deliver the after-dinner speech for the Friends of the Australia Arid Lands Botanic Garden (AALBG), thirtieth annual dinner. The author of this report is also the author of the book Garden Tourism (2013) and is considered an authority on the nature, viability and value of botanic gardens, particularly in the context of a tourism resource. At the time the author met with many local and regional stakeholders who had an interest in the garden and its future. It was thus with some surprise, perhaps incredulity, that the author subsequently learned that there were many stakeholders who questioned the economic, social and environmental contribution of the garden. Thus he was requested and agreed to go on record with an examination of tourism patterns as they relate to the garden, examine comparative gardens worldwide particularly for their economic, social and environmental contribution to society and conclude with some observations on where the AALBG might go in future years. This represents that report.

The Status of Tourism and Botanic Gardens Worldwide.

Introduction

Tourism is now probably the world’s fourth largest industry contributing 9% of the world’s GNP, one in eleven jobs worldwide and accounting for $1.4 trillion or 6% of all the world’s exports. In 2013 international tourism arrivals reached 1,087 million after surpassing the billion mark in 2012. With an estimated world population of 7.15 billion, it means that over 15% of the world’s population is travelling internationally for tourism purposes every year. This figure does not take in domestic tourism which in some countries (USA) may be as much as 95% of all travel. Furthermore these percentages are expected to rise as leisure time increases, emerging economies increasingly contribute to world tourism numbers and as per capita incomes rise worldwide. As such tourism will be a major economic force in the twenty first century.

Botanic gardens worldwide are a major, if unappreciated, destination product for tourists. Wyse Jackson estimated in 2000 that 150 million people visited the world’s botanic gardens.

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1 After fuels, chemicals and food.
With an average annual growth rate of 3% it is not inconceivable that in 2013 over 200 million people may have visited botanic gardens worldwide. Individual botanic gardens also post some impressive numbers when compared with other tourist attractions worldwide. Singapore Botanic garden regularly exceeds four million visitors, Beijing Botanic Garden over 2 million and all of the botanic gardens in Australia’s major cities exceed 1.5 million visitors yearly. In the UK, the Royal Botanic Garden at Kew regularly attracts over 1.1 million visitors and in some years has exceeded 1.8 million visits, the RHS at Wisley and the Eden Project attract over one million visitors annually and most other gardens attract over 250,000 visitors on a regular basis. In the USA, visitation to Longwood Garden in Pennsylvania now exceeds over 1 million visitors, making it the most popular garden in the USA, though Montreal Botanic Garden in 2013 with the Blockbuster Moseiculture show exceeded 1.4 million visitors that year. Many gardens in the USA (Chicago, New York, Atlanta, Brooklyn) are approaching the one million mark which when aggregated with all the other 500 or so public gardens in the USA leads to a visitation of over 78 million to US gardens in one year, more than go to Disneyland and Disneyworld combined and more than visit Orlando or Las Vegas, America’s two most popular tourist destinations.

Thus, whether gardens like it or not, they are now significant tourist destinations and the impressive numbers catered by botanic gardens make the tourist an integral part of their mission fulfillment and their economic viability. It is thus appropriate that the AALBG should be evaluated in this context.

**International Visitation to Australian botanic gardens.**

Australia received 5.7 million overseas visitors in 2012-13. Of those 5.7 million, 63% (3.7 million) came to Australia for the most popular visitor activity that is categorized as “Nature-based Tourism” which includes Botanic Gardens. Furthermore this sector is growing at 8.2% which is 3% points higher than international tourism in general. Of those 3.7 million overseas visitors, “Visiting Botanic Gardens” was the second most popular activity\(^3\) of 2.0 million overseas visitors and this percentage gain is increasing 8.2% per year. Additional data

\(^2\) This compares with some 313 million who visited theme parks worldwide in 2012 and 100 million who visited the top 20 museums worldwide in 2012 – worldwide museum visitation being somewhat inflated by the large visitation numbers to Chinese museums.

\(^3\) “Visit a State or National Park” was the most popular with 2.3 million visitors.
suggest these Nature-Based visitors spend more (17% more) and stay longer (22%) than other visitors.

When the state destinations for these 3.7 million nature-based tourists are examined, South Australia enjoys a particularly high percentage of international nature-based visitors, attracting 78% of all of these visitors which is third behind Northern Territory and Tasmania. It is not unreasonable to assume that many of the visitors to Northern Territory are “State or National Park visitors” going to major attractions like Kakadu in NT and Southwest and Freycinet National Parks in Tasmania, as these parts of Australia have a very strong natural heritage and local Australian brand. Thus it may be the case that nature-based/botanic garden tourism by international visitors to Australia may be led by South Australia. These overseas visitors come from the traditional markets of Germany, Switzerland, Netherland and France, all countries with a strong history and propensity for garden visiting and while emerging markets such as China still lag traditional markets, visitors from China now participate in nature-based activities and they exhibit stronger preferences for botanical gardens (63% vs 55% overall) than all other nature-based activities except whale watching.

Thus it might be concluded that the very large and growing phenomena of international tourism is impacting Australia in terms of significant growth and importance to the GDP, and for the botanical garden community and especially in South Australia, their product is desirable, is a major contributor to their visitation numbers and apparently will be much sought after in the next twenty five years.

**Domestic visitation to Australian botanic gardens.**

In 2012-13 there were 70.1 million domestic overnight visitors and 151 million day visitors undertaking tourism activities in Australia. Of those visitors, significantly fewer (20% of domestic visitors and 9% day visitors) undertake those nature-based tourism activities noted above. This is not unexpected as the range of leisure options for domestic residents is greater and day visitors would not or could not travel to undertake over that yearly period, many of the nature based activities available (snorkeling, scuba diving). Even so 2.8 million domestic

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4 Although one would suspect not for long as China now outranks the UK in visitor numbers to Australia and Tourism SA has specifically identified China as a major international market for the future.
overnight visitors visited a botanic garden in 2013 (which was a gain of 13.5% over the previous year) and going to the garden was the third most popular pursuit after Bushwalking and Park visiting. For day-visitors, botanic garden visiting again led activities pursued, both in volume terms (3.8 million visits and percentage growth at 7.2%). Similar to international visitors, domestic visitors to nature-based activities spent more (over 40% more) and stayed longer (42% longer) when staying overnight. Finally, when considering domestic tourists, South Australia attracts only 17% of the domestic nature-based market, last amongst the seven Australian states. This may reflect both population density, spatial patterns of settlement and location of nature-based opportunities but may also reflect poor marketing of the South Australia nature-based attractions such as gardens.

The nature, role and status of Australian botanic gardens

There are 48 botanic gardens in Australia and in the context of botanic gardens worldwide must be considered unique. Other than botanic gardens as part of urban parks (e.g. Buenos Aires), they are the only national gardens in the world which charge no admission. There is one significant public garden in Australia that charges admission and there are a group of regional gardens that provide free entry for the general public in North America that are predominantly University run and supported. There are others in the world that are free but charge for special exhibits, conservatory entrance and special gardens such as butterfly gardens (Singapore, Edinburgh, and Beijing). Most gardens worldwide charge at least $6.00 AUD and some in North America have entrance fees of $35.00 AUD. The average fee would probably be $10 AUD. This lack of an entrance fee must account, in large part, for the large numbers of visitors to Australian botanic gardens which are amongst some of the highest in the world. For example Perth Botanic Garden receives over 1.6 million visitors as does Adelaide. Melbourne receives over 1.5 million visitors per year and smaller gardens such as those at Geelong, Ballarat and Wollongong attract 210,000, 150,000 and 250,000 numbers of visitors respectively. The fact that Australian gardens are free is almost certainly not the only reason Australian gardens enjoy such large visitor numbers. It appears that there is a strong garden visiting ethic amongst Australian residents of all ages that creates visitation; the fact that most Australian botanic

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5 Botanic Gardens in new Zealand also have free entry
6 The Alice Springs Desert Park, (Similar to Arizona Sonora Desert Museum) does charge a substantial entry fee
gardens are located close to an urban area\textsuperscript{7} makes garden visitation easy and convenient and finally the uniqueness and quality of Australian gardens makes them very desirable destinations for both residents and non-residents.

**Port Augusta Arid Lands Botanic Garden within the Australian Garden Tourism network**

Within South Australia in general and the Port Augusta region specifically, both domestic and international tourist is significant and growing. The Port Augusta Region lies in the Flinders Range & Outback Tourism Region and receives 453,000 visits yearly of which 35,000 are international visitors, 310,000 are overnight intra-state visitors and 108,00 are interstate visitors. The 35,000 international visitors make the Port Augusta region the third most popular destination of international tourists in South Australia after the Limestone Coast (41,000) and only slightly behind the world-famous Kangaroo Island (37,000). Day trips to the region are, as might be expected, significantly less at 557,000\textsuperscript{8}, but again far ahead of Kangaroo Island and on a par with day visitors to the Barossa Valley. It seems that the number of visitors to the Flinders Ranges & Outback region is both significant and underappreciated. Finally, the power of botanic gardens to draw visitors to and in South Australia should not be underestimated. The Adelaide Botanic Garden is the most popular tourist attraction in the city of Adelaide with 1.6 million visitors of whom 200,000 are non-residents and findings from elsewhere show that garden tourists have a high motivation and propensity to visit other gardens when visiting a region. Put more prosaically, the Adelaide Botanic Garden is not a competitor to other gardens rather a partner in promoting garden visitation.

**Economic Impacts of Botanic Gardens**

Introduction: Perhaps surprisingly, there is a paucity of published economic impact studies of botanic gardens, not only in Australia but around the world\textsuperscript{9}. Why this is so is not clear.

\textsuperscript{7} In the USA many gardens are located outside the urban fringe (owing to land assembly costs) and are thus not a visitation option without a car. Thus 92\% of all American botanic garden visitors arrive by car.

\textsuperscript{8} This figure represents domestic day trips with no overnight component. It would include Port Augusta residents travelling to the garden for a day out.

\textsuperscript{9} In North America and Western Europe many economic studies are done to support new fixed asset investment as part of a *pro forma* statement of revenue for financing purposes and requirements. Other studies have been
Certainly the expenses of such studies usually requiring the use of an expensive econometrics model is a major consideration but also many have pointed out that it is axiomatic that botanic gardens should be part of an informed, educated and society and thus little economic justification is required. In the era of reduced budgets and increased accountability, this latter reason may no longer be valid and thus it is instrument upon this report to suggest some of the economic benefits or detriments to and of botanic gardens.

The economic impact of any entity, like a garden, can be broken down into three areas:

1. Direct Impacts: This is direct income (From gate receipts, grants, voluntary contributions Etc.) This is often juxtaposed to expenditures on Salaries, indirect costs (pensions), other operating costs and capital expenditures.
2. Indirect impacts. This is the spending for an on-going supply chain
3. Induced Impacts: These are expenditures by the workers for other services (doctors, dentists) plus jobs supported by the supply chain.

These impacts in total may be termed the **Total Operating Impact**.

However this money also tends to circulate through a local economy as the doctor or dentist, as generators of induced impact for example, may hire a receptionist, a dental assistant and they in turn spend their wages in the economy. Econometric models account for this impact by use of a Multiplier which is applied to the total operating impact. In the case of tourism dollars and local businesses, standard multipliers tend to range from 1.5 to 2.0. The economy of Port Augusta is that which is often termed an “Island economy” \(^{10}\) and would suggest that the multipliers will be significantly higher than other regions.

As a result of the lack of comparable economic impact studies, following are examples of some economic impacts from gardens around the world.

- Dallas Arboretum, Dallas Texas. Dallas Arboretum and garden in North Texas receives approximately 700,000 visitors per year. In 2010 the y embarked upon

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\(^{10}\) An “Island” economy is one that is isolated, thus making the “leakage” of dollars out of the economy less likely. Port Augusta so far from Adelaide would exhibit similar characteristics.
some major expansions (Children’s garden, expanded parking) as well as hosting a major art exhibit – Chihuly Glass. An economic impact study was conducted over the subsequent three year period. Findings were:

- The total operating impact in 2013 was over $170 million in 2013 to the North Texas region
- Construction and expansion provided an additional $108 million
- The Chihuly exhibition saw attendance increase 42% and attendance growth was sustained with a 10% increase over 2011 figures, the year preceding Chihuly.
- Non-local (instate) visitors increased 28% and International visitors by 3%

- Phipps Botanic Garden and Conservatory, Pittsburg, Pa. Phipps BG has been recognized as a leader in the USA in sustainable building technology, a nexus of horticultural display and education and a showcase for horticulture and fine art exhibits. It publishes an Economic Impact Statement for all interested and potential funding partners. The statement suggests:
  - In the case of the latter, one art exhibit generated $12 million in lodging, $6.8 million in food revenue and another $25 million in indirect spending to the region. In that exhibition almost one third (31%) of the 400,000 visitors came from outside the region
  - The most important part of the Phipps Economic Impact statement is that they consider the garden and conservatory is a key partner with the City of Pittsburg economic development agency for employee attraction and retention. Furthermore when companies think about relocating to the region they know their investment will be multiplied with the presence of the garden not only for tangible beauty to the region but also a major source of revenue to the region. This partnership is shown by the desire by many Pittsburg companies to debut new products and technologies in the garden.

- Royal Botanical Garden Edinburgh, Scotland (RBGE). While inclusion of this famous garden, hosting over 750,000 visitors per year, might seem ridiculous there are a number of facets about the garden and its economic impact study of
2009 that bear comparison with AALBG. The first is that RBGE has free garden entrance, secondly the greater urban area population of over 800,000 is comparable to Adelaide, thirdly the study quantifies volunteer and educational benefits, both facets that are a major part of the operation of the AALBG and finally and most importantly it also receives a significant grant (of £8.49 million) from the local urban authority (with a population of 495,000) to offset operating costs. This translates into a per capita subsidy of $ 31.75 AUD per year.

The Royal Botanic Garden Edinburgh is a Non Departmental Public Body (NDPB) and supported through Grant-in-Aid by the Scottish Government’s Environmental and Forestry Directorate (ENFOR). Like a number of Australian gardens, such as Adelaide, they are four gardens, not one, and the grant-in-aid funding of £8.495m is augmented by self-generated income streams which total just over £2m. Self-generated income includes research grants, and other capital grants. In addition, RBGE generate earned income from shops, restaurants and cafes at the four Gardens; and obtain income from investments, education courses and admission charges at the regional gardens, consultancy, events, publishing, exhibitions and other sources. As a registered charity, RBGE also depend on financial support from the public through membership fees and donations.  

On the basis of these figures:

- The Total Economic Output is estimated at £23 million
- The Total value added of this output is £13 million
- The direct visitor impact is £2-3 million
- The RBGE has over 200 volunteers (or 47 FTE) whose contribution is estimated at £1.7 million
- The Educational benefits are $1.5-2.5 million made up of over 8,000 school children, teacher and higher education and education outreach to other countries and gardens.

- State Botanical Garden of Georgia, Athens, Georgia, USA.

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11 For a detailed breakdown of RBGE income, one can view the "How we are financed" information sheet from their website. [www.rbge.org.uk](http://www.rbge.org.uk)
This botanic garden may be the most comparable garden to The AALBG for a number of reasons. The garden is part of the University of Georgia and has totally free entry and thus depends on the State of Georgia for most of its operating budget. Furthermore in 2010 there was a movement by the University, through the State, to discontinue funding which resulted in a study similar to what is presented here namely an estimation of its economic impact but also its social and environmental contribution to the region. Briefly, the garden is 300 acres in size, attracts 200,000 visitors annually and is “governed” by a Board of Advisors. Its operating budget is $1.75 million of which 60% comes from the state, the rest from rentals (15%), 20% from endowment interest, 3% from the Friends of the Garden group and the rest (15%) from a Gala Dinner held yearly. Based on this operating amount, economic impact was assessed at $25.8 million in 2011 and the grant received from the State represents a contribution of $7.00 per capita based on the population of Athens of 135,000. Significantly the garden has made great strides in recent years in the area of providing social capital. The garden is three blocks from the center of Athens and has become the center of activity for many of the ethnic and marginal groups in the city particularly after 5.00 pm when other city facilities are closed. The garden stays open for these persons and provides leisure space, after-school activities for disadvantaged children and food courts for citizens who cannot afford standard restaurants and diners.

- Proposed Delaware Botanic Garden, Pepper Creek, Delaware, USA

In 2017 a botanic garden has been proposed for Pepper Creek in the Delmarva Peninsular of Delaware. The garden would be located on 37 acres including 1,100 feet of tidal flats. As part of the preliminary assessment of the potential for such a garden Rockport Analytics undertook and economic and Fiscal impacts study of the proposed garden. The study is one of the most detailed and extensive economic base studies ever undertaken on a garden and shows that such a garden would generate. The report indicates significant construction impacts but more relevant to the AALBG suggests operational impacts of the garden, once open and established (2021) are estimated at $5.9 million for operations and $3.5 million
for ancillary spending by non-local visitors. Significantly the report also indicates that:

“A botanic garden would contribute certain aesthetic and educational advantages, provide an assist to ongoing economic development efforts to attract and retain new business, raise property and commercial values and contribute to local civic pride. Moreover the garden would help to strengthen and diversify the cultural and tourism offering of the county… helping to grow employment. While these benefits are more difficult to quantify, they are both tangible and significant… for the entire region”

Rockport Analytics 2014.

- Perhaps the most comparable and indeed the garden to which Port Augusta may wish to aspire is Hamilton Gardens, Hamilton, New Zealand. Situated within a region of 335,800 residents, and within 3 hours of a major international airport much like Port Augusta, it receives over 700,000 first time visitors per year, numbers on a par with some of the larger gardens in the world and around one million total visitors. The garden is cared for by thirty-four full time and part time employees who, of course, contribute by spending in the community. Visitors inspired to visit the gardens from outside the region contribute at least $8.9 million to the local economy (Independent assessment 2007). The development of Hamilton Gardens is estimated to bolster the city’s economy by $14.5 million per year as estimated by Horwath HTL’s based on increased national and international day-trippers, and visitors who are motivated by the Gardens to stay overnight in Hamilton making it by far the largest outside contributor to the local Hamilton economy. Future visitor expenditure in Hamilton could reach $7.6m per annum, with a total output of $12.5m after the completion of their current, stage one, expansion. Following stage two expansion, visitors are expected to spend $8.8m per annum in the city, with a total output of $14.5m. This is a 63% increase on the gardens’ economic benefit to the city as evaluated in 2013.
Hamilton may now be considered a destination garden since it is located outside the city of Hamilton next to the main highway that runs the length of New Zealand (compare PA and The Stuart Highway), making it very easy for tourists to drop in. In an earlier (2004) study an independent research company, International Consultants Ltd., undertook a survey and estimated there were 1.3 million visitors per year, half of them first time visitors. Half of the garden’s visitors were from the local district, a quarter were New Zealanders from outside of the region and about a quarter from overseas, mostly from Asia (China, Korea, Malaysia, Japan, and India). Such has been the success of Hamilton Gardens that it was selected as International Garden of the year by the International Garden Tourism Network in 2013.


In March 2014, Port Augusta City Council commissioned an economic development report on the AALBG. The findings would appear to be a basis on which the value of the garden could be ascertained and thus merits inclusion herein.

Essentially the study found:

- Direct Impact (or Gross production value or output) of $580,000
- An “Indirect impact”\(^{12}\) of $157,000 and ten more full-time jobs.
- The Total Impacts are listed as $404,000.
- There is no application of an expenditure or employment multiplier

The study also makes reference to other economic benefits of the garden. These are:

- Tourism: The study indicates that 35,000 visitors come to AALBG from Port Augusta and another 30,000 from outside the region; there is no economic value ascribed to either visitor type or any standard tourism multiplier applied.

\(^{12}\) Which the study calls Induced Impact, failing to distinguish between indirect impacts (money paid to suppliers) and induced impacts (spending by staff and supplier employees) see Page 3 above.
Volunteers: The study indicates there are 13 full time equivalent volunteers at the garden. No source of this equivalency is provided nor is the value, as in the Edinburgh study, noted above.

Social, Cultural and environmental: These values are called (rightly) “Non-use” benefits and include

- Social Capital
- Option
- Bequest
- Existence Values

The study proceeds to explain what these non-use benefits are but do not ascribe either any qualitative value of quantitative value to these benefits, suggesting merely that they are present in this garden.

The study, as suggested above, has some serious limitations, some of which are addressed below:

1. The Direct Impact (from staff and wages/salary) derived from empirical data from the AALBG and as such is considered accurate.
2. The economic impact of the visitors can be estimated from both AALBG data and official Tourism S.A data.
   a. AALBG estimate international visitation as 2,000 persons but this is an estimate based on departing guest comments not empirical data.

   Official figures from Tourism SA, using the data from the Flinders Ranges and Outback Tourist Region indicates the region gets 35,000 international visitors per year (See above). On this basis and using the AALBG numbers, the AALBG would only attract 5% of those visitors. This is just not intuitively believable. With the location, and the fact that once a person heads out to Alice Springs OR is coming south on the Stuart highway from Alice Springs it would seem that a significant number would stop at the garden as there are no intervening opportunities available. Assuming that, instead of 5%, the garden attracted one third (33%) of those 35,000 Flinders ranges visitors, one might estimate an international visitation of 12,000 visitors. The economic impact of these visitors might now be calculated.
b. Assuming 12% of the total International and Inter State regional room nights
\[ (274,000 + 391,000 = 665,000 \times 12\% = 79,000 \text{ room nights} \times $100.00 \text{ (Comfort Inn, Port Augusta, Average room rate on day of writing)} = \text{Total economic impact from visitors is $ 7,980,000. However one must assume 50\% use campers/motorhomes}^{13} \text{ so Total Direct Economic Impact of visitors (NOT the garden itself) is about $ 4 million AUD. That is the direct impact of visitors staying in Port Augusta and seeing the garden. Now, it is standard practice to add a tourism multiplier of 1.5 (See Steven Wanhill’s work on tourism multipliers) for the INDIRECT impact of the tourists and one gets a total economic impact of $ 6 million for tourism visitation alone.}

c. These of course are gross numbers but justifiable in the context of official Tourism S.A data and also comparable to visitation numbers and their impact at comparable gardens around the world (See Hamilton Gardens or Athens, Ga above).

3. The third area that might be addressed is those issues of a social, cultural and environmental nature mentioned above but not addressed.

  a. Social Benefits of a garden\(^{14}\)

Again, much like economic impacts, the social impacts of botanic gardens have been little researched and established. Botanic Gardens Conservation International funded and piloted a study in 2011 that asked “How socially-relevant are botanic gardens?” The study came up with four significant findings\(^{15}\). These are:

- Botanic gardens are well-placed to educate the public on conservation issues and the human role in environmental change
- Botanic gardens are enhancing their relevance by broadening their audiences and undertaking such projects as Community gardening, greening communities and education

\(^{13}\) Who also contribute to expenditures in Port Augusta.

\(^{14}\) The World Bank defines Social capital as \emph{the institutions, relationships, and norms that shape the quality and quantity of a society's social interactions. Increasing evidence shows that social cohesion is critical for societies to prosper economically and for development to be sustainable. Social capital is not just the sum of the institutions which underpin a society – it is the glue that holds them together.}

\(^{15}\) The study came up with 18 such findings, many of which relate to plant collections and are not relevant here.
Botanic gardens around the world are taking action by demonstrating their social worth,

Future developments in gardens such as redefining their mission, active consideration of their social roles, communicating and advocating for the environment and modelling themselves on places like the Eden Project, Cornwall has, at its core, social responsibility and relevance.

As a specific example of how important social capital from a garden represents one might again draw upon the comparative example of Hamilton Gardens in New Zealand.

What the community gets out of the garden as social capital:

There has been outstanding community support of Hamilton Gardens and this is reflected in $6 million in sponsorship, and consistently high satisfaction scores in Council’s annual Residents Survey Report.

Specifically, Hamilton Gardens meets the following community needs:

- Increased economic benefits and tourist activity bring revenue to the city and provide more job opportunities
- More Hamiltonians are connected socially and culturally through an extended range of activities
- Helps provide a package of world class tourism offerings in the Waikato (with Hobbiton and Waitomo Caves)
- Unique source of city pride and identity
- Creation of additional performance spaces, a destination for educational activities
- Provides for community wellbeing as a place for relaxation, rest, play, recreation and enjoyment
- Enhances the public use of the gardens.

Hamilton Gardens already hosts hundreds of community and ethnic events and family celebrations every year, including:
• The Hamilton Gardens Arts Festival - over 100,000 Hamiltonians and out-of-town visitors to the Gardens in 2014
• Wide variety of groups and individuals (inside and outside venues) – music and cultural events, festivals, orienteering, fairs, garden tours, school and club meetings, reunions, family occasions including birthday parties, funerals and graduations
• Hundreds of weddings – it is a popular venue for these
• National rose trials held in the Rogers Rose Garden - presented with the 'Garden of Excellence Award' by the World Federation of Rose Societies in 2006; an award that recognises exceptional international rose gardens
• Waikato Institutes of Technology Horticultural School, located in the centre of Hamilton Gardens, offers courses in arboriculture, horticulture, floristry, landscape design and horticultural technology.

For Australia, the Australian Bureau of Statistics (ABS) has been a world leader in the definition of what constitutes Social Capital and their Social Capital Framework breaks down what is commonly called social or civic participation into three types of participation: social participation, civic participation and community support and the Australian Arid Lands Botanic Garden support heavily these three types:

• Social participation is participation in inherently enjoyable activities valued in their own right, either formal, provided by organized groups, or informal, with family and friends. Membership in the AALBG as part of the Friends of the Garden with its member’s category is a striking example of this.
• Civic participation is participation in governance and citizenship including political activities.
• Community support is participation in those activities that are aimed at providing assistance to other individuals, groups and the wider community, which are not directly related to political participation or participation in governance. In this regard the presence of volunteers in the garden to assist both visitors and work in the garden would be considered major contributions to social capital.16

16 Royal Botanic Garden, Edinburgh value volunteers at £ 8,500 per person, or one volunteer saves the garden £8,500 in F/T salary.
The ABS then go on to delineate nineteen types of organization that provide social capital to a community, for which the presence of a botanic garden in Port Augusta meets at least six of the organizational needs namely:

- **Recreational Groups** AALBG provides dedicated space for bushwalking and bird watching
- **Arts, Culture and education** AALBG provides space for art exhibitions (See recent Matthew Flinders exhibit) and in and of itself as an *ex situ* museum for the collection of plants meets that criteria
- **Environmental welfare Groups** AALBG is a major contributor to arid lands conservation and protection
- **School related groups** AALBG has active children/school educational programs
- **Self-development groups** AALBG has an active adult education/invited speaker program

In total the ability to meet six requirements for a community to possess significant social capital must be seen as remarkable not only in an Australian context but in a world context.

b. Cultural Benefits of a garden

As noted in the Rockport Analytics report on the proposed Delaware Botanic Garden the cultural benefits of a garden are difficult to quantify. Much has been written about the need for other biologic species (Wilson 1984) for the development of human culture. Indeed many have suggested that the requirement for floral and other faunal species is part of the human DNA. Thus the existence of a garden in Port Augusta creates envy in many other communities who are trying to add cultural value to their community but are without such a cultural treasure. Indeed botanic gardens are still being built every year testifying to their value as products in our society. Furthermore many botanic gardens become both repositories for our culture (See Kew archives) but also venues where artistic and cultural expression may be showcased. Much of the success of botanic gardens in the world today comes from art displays, concerts and other performing arts
and exhibitions. AALBG hosts an annual “Arid Sculpture Exhibition” that runs for a month and showcases the work of sculptors from primarily the northern part of the state offering a venue that is most suitable and probably not available in other parts of the state. This is certainly an area AALBG could also develop even further thus making the garden even more relevant to the cultural attractions of Port Augusta.

c. Environmental benefits of a garden.

Botanists have identified more than 400,000 species of plants worldwide. However,

- approximately 34,000 are threatened at present
- two-thirds of the world’s plant species are in danger of extinction during the course of the 21st century
- of the 20,000 known plant species in the United States, more than 200 had already vanished by the end of the 20th century; and another 600 to 700 are in imminent jeopardy

These plant species are in jeopardy because of a burgeoning human population that then affects proximate causes such as deforestation, habitat loss, the spread of invasive species, and agricultural expansion. Thus we stand to lose thousands of plant species worldwide in the next few decades unless we make a concerted and collaborative effort to conserve them.

Arid and semi-arid lands cover one-third of the Earth’s land surface and support more than one-fifth of the world’s population. Over sixty nations have significant dry land areas with over 30 having more than 75% of their land area classified as desert. While generally devoid of settlement they have been occupied and utilized by humans for tens of thousands of years. Notwithstanding their dry and apparently barren nature, some dry lands have a rich diversity of plants and animals. One North American biome has more than 3,000 plants species, many thousands of invertebrates (1200 bee species alone!) and more than 550 vertebrate species. Remarkably there exist only two desert botanic gardens in America17 and other than these two gardens, no other gardens exist in arid zones of the world. With a significant proportion of arid land plant species being threatened with extinction in the wild, the living collections in botanic

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17 They are the Desert Botanic Garden in Phoenix and the Arizona-Sonoran Desert Museum in Tucson. Furthermore their collections are dedicated to North American species for their North American collections are unique in the world.
gardens have huge potential for *ex situ* conservation and restoration of natural populations. In this regard botanic gardens provide six major benefits to the world of plant conservation. They are:

- Horticulture and cultivation skills allow us to grow plants that might be lost in nature, which means their plants' diversity can be conserved in the gardens, but also allows us to consider restoration and rehabilitation of degraded habitats.

- Living collections of plants collect species under various groupings, to maintain a living store of genetic diversity that can support many activities in conservation and research.

- Seed banks and collections of living plants allow species to be safeguarded. Plants must be carefully collected stored to ensure maximum genetic diversity is retained, and much research is required to determine the best way of storing each species. This is the conservation of plant diversity *in situ*, and botanic gardens are key to this strategy's capacity and success.

- Research and development into plant taxonomy and genetics, photochemistry, useful properties, informing selection of plants that can withstand degraded and changing environments (especially important in face of the threats posed by climate change).

- Education is a strength of botanic gardens that allows them to communicate the importance of conserving plants, reaching out to diverse audiences, and also to communicate how this may be achieved.

- Linking Plants to the well-being of people and also helping conserve indigenous and local knowledge to encourage the sustainable use of plant resources for the benefit of all, as part of sustainable development.

Source: BGCI 2001

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18 68% of threatened cacti are recorded in botanic garden collections
The importance of botanic gardens showcasing arid lands flora are not only understated in terms of current developments but arid lands serve to address another major development in the worlds dry land regions namely desertification. Desertification is the degradation of land in dry regions through various factors, including climatic variations and human activities. It affects about 8% of the world's land surface and about 15% of the world’s population. Measures to combat it are the focus of a major international effort, the United Nations Convention to Combat Desertification (CCD), in which action programs have been drawn up, especially for developing countries in Africa experiencing serious drought and/or desertification. Thus AALBG can contribute to yet another regional and international issue.

Funding the Garden.

In most leisure facilities, the subject of funding, and the associated issue of pricing, becomes a major point of debate and will be addressed here for it is at the heart of AALBG’s very existence. Firstly it seems axiomatic that AALBG will remain a garden with free entrance thus the acquisition of earned income from entrances will just not happen in the near future. There is one very persuasive reason for this to be the case. Australia and New Zealand are unique in the pervading attitude of their visitors that entry to gardens should be free. The literature is full of strong reactions and objections to charging admission at gardens, and thus to institute a fee would be seen as counter-productive. Thus other sources of operating income must be sought and while cafes, shops and nursery sales can contribute some of this revenue it is generally not enough, in gardens worldwide, to provide all operating expenses. The establishment of the AALBG is in and of itself somewhat unique in garden development. The AALBG would not have happened were it not for corporate sponsorship by WMC resources who donated about $1 million over 15 years or so until they were taken over by BHP Billiton. Since then BHP Billiton has made only one donation of $2,000. WMC directors actually “coerced” both state & federal governments to put in $300,000 each in the early 1990s - they gave $350,000 and Port Augusta council $250,000 which enabled development to begin. Since then it has been funded by city council with ongoing input from WMC Resources until they were taken over in 2005. As of 2015, the total council spending on the AALBG is $1.336 million p.a. – wages, salaries, supplies, running nursery, cafe, gift shop, garden expenses etc. The Garden generates income of $740,000 – gift shop, cafe, nursery sales etc. This leaves around $596,000 which is what it costs council to
run the Garden, not the $1.336 million that some have suggested. The Friends regularly apply for small state government community grants and usually get $2,000 to $4,000 pa from this source. The Friends have provided well in excess of $1 million over the 30 years of existence in addition to a great deal of voluntary labor¹⁹ and expertise.

In other parts of the world there is an ongoing culture of philanthropic and corporate giving. Again, this is not a major source of potential funds and thus while it holds out hope for the future it cannot be seen as available in the near-term. Thus gardens in Australia are almost solely beholden to municipal grants to provide operating funds. This is not seen as a particularly onerous requirement. In the case of Port Augusta should the annual “grant” not be forthcoming then one might expect the 15,000 Port Augusta residents to pay at least $10.00 at the gate to offset this grant money, or put another way the residents (and visitors) must pay entry to the garden whether through taxes or entrance fees. It must also be reiterated that with an annual subsidy of $600,000 this is the equivalent to $40.00 AUD per person per year – a sum that is comparable on a per capita basis to other free gardens in places like Edinburgh and Athens, Georgia and certainly lower than the support in Hamilton of the world famous gardens. This figure does not, of course, include the other economic benefits indicated for having neither a garden (above) nor the social and environmental contributions also noted above. Certainly the AALBG is desirous of more earned income but the reality is that few gardens worldwide obtain more than a third of their operating income (earned income) from entrances, food services or sales from gift stores or plant sales.

Conclusion: New Directions in Garden Tourism

1. Botanic gardens are still being built around the world; closure of botanic gardens is almost non-existent.

2. Botanic gardens are becoming increasingly relevant for:
   a. Social benefits
   b. Environmental conservation and education
   c. Economic reasons especially tourism development

¹⁹ See footnote 15 from RBG Edinburgh.
d. Educational reasons related to a movement back to green environments, organic foods and climate amelioration

3. Botanic gardens have attraction across all demographic groups

4. Social media is providing a vehicle for marketing botanic gardens that heretofore have not existed both in terms of medium and expense.

New Directions at and for AALBG

1. International Tourism to Australia is growing at 8.0% and is expected to at least continue if not exceed this growth rate. This is higher than the world average.

2. South Australia, and particularly the Port Augusta region, has the tourism product – nature based tourism - which these tourists demand.

3. New markets (China) are coming to South Australia that have a high propensity to visit gardens

4. The garden is really at a crossroads. 85,000 visitors in 2014 suggest the garden must now move to a higher level of relevance. This stage, progress and process in a product life cycle is normal and was to be expected. Most Botanic gardens have the kind of gestation period (30 years) experienced by AALBG; now is the time to evaluate growth and development.

5. Many gardens of the size and nature of AALBG have had significant success with regionally attractive and relevant events and festivals. In the case of AALBG this might include:
   a. Development of the butterfly exhibit; the entire garden now attracts butterflies – it’s now a butterfly hot spot and the garden has SA Museum Butterfly Garden signs mentioning & interpreting this. This type of attraction has proven elsewhere in the world to be a major visitor generator and thus further development and marketing would appear to be potentially valuable. Other similar options might be:
   b. Full moon walks
   c. Holiday celebrations
   d. Wreath making
   
   e. Events and
f. Cultural activities in the form of additional art exhibitions and the Performing Arts

g. Rental of the facility to church groups, corporate meetings, wedding groups etc.

6. More extensive use of social media to market the garden. This marketing option is currently in its infancy in the garden community but early indications from North American gardens are that it has the ability to create greater awareness of any garden, link the garden to both the visitor and the community, permit specific events and attractions to be marketed with immediacy and effectively and finally and most importantly, provide an outstanding ROI, all because the investment required can be minimal and easily delivered by and from the garden. As one North American garden has written:

   Social media lends itself well to garden tourism and vice versa: Why? It doesn’t require a huge investment and a lot of gardens don’t have a lot of marketing dollars and those that do have already been earmarked and Gardens are visual and much of social media is all about the visual, which is why Tumblr and Instagram are the fastest growing social platforms and Instagram has the highest rate of engagement.\(^{20}\)

7. Nature Play Garden for children. Nature Play Gardens are a new concept for children’s play areas and consist of the old style play areas i.e.: logs, rocks plants etc. (bush setting) for children to run and explore rather than have them run through the main gardens. These types of garden also have planted in them sensory plants and would utilize many native plants. As the garden would be targeted at the age group of 5 to 12 years of age it will bring yet another demographic segment to the garden which in turn should widen interest in the garden by another group of people from the community.

8. There has been a proposal to relocate the 140 year old Yudnapinna Homestead at the garden. The merits of the building as both a preserved historic attraction and/or space for garden infrastructure will not be debated here but it should be noted that in other areas with significant historic properties associated with gardens, visitation (UK especially) has increased exponentially as a result of the association of history with a garden.

\(^{20}\) Source: Pers.Com The Butchart Gardens Victoria, BC Canada.
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