



Pangarinda Botanic Garden

The next 20 years

FUTURE VISION PLAN

OCTOBER 2023

Acknowledgements

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Volunteers, Pangarinda Botanic Garden.
Coorong District Council staff.

Acknowledgement of Country

We acknowledge and pay respect to the Traditional Custodians of the land and waters, the Ngarrindjeri and Ngarkat People whose ancestral lands are on which we meet.

We acknowledge the deep feelings of attachment and relationship of Aboriginal people to country and pay our respects to Elders past and present. We also extend that respect to all First Nation People.



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EXECUTIVE SUMMARY

Pangarinda Botanic Garden is located near Taillem Bend, South Australia. It is a 25-hectare botanic garden that was established 30 years ago by a group of passionate volunteers, with the support of community groups, local businesses, council and individuals. The site is owned by the Crown and is under the care and control of Coorong District Council. It is managed by a Local Government Section 41 committee of volunteers.

Recently, Pangarinda Botanic Garden (Pangarinda) celebrated its 30 birthday which provided an opportunity to reflect upon the achievements over the last three decades.

Pangarinda, which is adjacent to the world-renowned and pristine Coorong, was established to ensure the sustainability of rare and endangered Australian native plants. Many volunteers have planted and cared for the thousands of Australian native plants in the garden and these volunteers continue to make a significant contribution today.

To ensure this precious community asset continues to thrive, Coorong District Council recently engaged @TSM Consulting to consider the sustainability of the garden for the next 20 years. It is apparent that the volunteers need greater assistance and that other mechanisms need to be implemented to ensure this botanic garden achieves its vision of propagating rare and endangered Australian native plants.



“Pangarinda ... Looking to the Future”

EXECUTIVE SUMMARY



Research was implemented to understand the views of key stakeholders. This included a workshop with volunteers, a workshop with Council's Elected Members and a community survey. The aim of these workshops and surveys was to ascertain stakeholder's thoughts around the garden, identify existing and potential opportunities and challenges, and offer subsequent strategies and actions.

Several key themes were identified from this research, and these can be categorised as follows:

1. Plant Management
2. Complimentary Products / Services
3. Revenue Opportunities
4. Site
5. Human Resources
6. Marketing
7. Ngarrindjeri Engagement
8. Longer Term
9. Organisational Structure

Within these key themes are important actions that will contribute to the long-term sustainability of Pangarinda which were also identified. These include:

- Cataloguing and mapping of plants in the garden to a database
- Targeting philanthropists, foundations, and sponsors to create additional revenue
- Campaign to attract new volunteers
- Paid staff support for the garden
- Birdwatching promotional program
- Children's attraction such as a playground or digital puzzle as you move through the playground.

The benefits of Pangarinda from a horticultural, educational and tourism perspective are numerous.

Some may ask "can we afford to do this?" Perhaps the more relevant point is "can we afford not to do this?"

With almost 900 monthly visitors to Pangarinda it is apparent there is an opportunity to build on a unique botanic garden in South Australia that visitors will continue to seek out as a destination site. Regional attractions which provide horticultural, educational and tourism benefits are rare, and the Pangarinda Future Vision Plan herewith provides an opportunity to build on the committed work volunteers have done over the years. Most importantly is the opportunity to conserve rare and endangered Australian native plants.

INTRODUCTION

Pangarinda Botanic Garden is situated in the South Australian town of Wellington East and more broadly on the banks of the River Murray, within the local government area of the Coorong District Council.

Initiated as an Arboretum in 1993 on what was severely degraded Crown Land, it is managed by a Local Government Section 41 committee of volunteers. In the last 30 years, this group of committed volunteers have worked tirelessly at Pangarinda to convert over 25 hectares of degraded agricultural land to a Botanical Garden containing a well curated collection of Native Australian plants from across the drier agricultural regions of Australia.

@TSM Consulting was engaged by Coorong District Council in April 2023 to work with stakeholders and undertake a review to determine how best to ensure the sustainability of Pangarinda over the next 20 years. This plan was instigated to support and recognise the significant work that the volunteers have undertaken over the years, and as security to ensure the future health and wellbeing of Australian native plants (and other wildlife) at Pangarinda.

It is noted that this is not a Master Plan or Action Plan as the intention is not to analyse infrastructure, layout, or the horticultural aspect of Pangarinda. This is best left to the expert knowledge held by the Volunteers and the Sustainability Officer. The discussion herein will be about sustainability.

The result of consultative research undertaken has contributed to this Forward Vision Plan.

It is intended that this Pangarinda Future Vision Plan will detail the resources required and options available to ensure Pangarinda Botanic Garden's continuation in future years.

The Brief

To confirm the brief, it is to...

Ensure the sustainability of Pangarinda Botanic Garden over the next 20 years.

Strategic Alignment to Coorong District Council

This project aligns to the following strategic documents by Coorong District Council.

Coorong Growth Strategy

This strategy notes opportunities and actions for Wellington East as follows:

- Linkages with the Pangarinda Botanic Garden and a vision for this site moving forward.
- That the Pangarinda Botanic Gardens are in Wellington East and will ultimately abut residential development. These gardens have the potential to foster community development by providing an asset which the community can take pride in as well as spend their leisure time within.
- Develop a Vision and a Strategic Plan for Pangarinda Reserve in consultation with Crown.

Community Vision Plan 2021 - 25

- Work with our communities, businesses and key stakeholders to develop and promote the district's active, attractive and vibrant places.
- Ensure tourism related infrastructure needs are understood and prioritised.
- Work with other agencies to optimise awareness of and access to existing parks and reserves.
- Work with other agencies to optimise environmental and sustainable management of existing parks and reserves.

INTRODUCTION

Purpose of the Future Vision Plan

The purposes of the Pangarinda Future Vision Plan (PFVP) is to provide a framework for both day to day operational activities and to determine how to ensure the long term sustainability of the garden.

By identifying future actions and setting priorities, the PFVP provides a basis for resource planning and investment. Central to this are the issues and opportunities for Pangarinda, balanced against the resources required.

Current and future developments to Pangarinda will reflect a desire to further activate the site, share the site's cultural importance and promote and educate the community about sustainable horticulture and the conservation of unique Australian native plants and birds.



Aerial view of Pangarinda Botanic Garden



Aerial view of Pangarinda Botanic Garden

A close-up, top-down view of a dense carpet of small, vibrant purple flowers. The flowers have a daisy-like structure with many thin petals radiating from a central yellowish-brown core. They are interspersed with lush green foliage, including small, rounded leaves and stems. The overall appearance is that of a healthy, flowering ground cover.

CONTEXT

CONTEXT

Botanic Gardens across Australia are similar in that they operate within the external environment. That is, they are influenced by events, trends, people, policy, and the natural environment.

Pangarinda Botanic Garden is also affected by these same factors and therefore it is appropriate to consider their impact.

Purpose of Botanic Gardens

The International Agenda for Botanic Gardens in Conservation defines the purpose of Botanic Gardens as:

“Botanic Gardens are cultural institutions holding documented collections of living plants for the purpose of scientific research, conservation, display and education”.

Most importantly, the living collections are the foundation of all botanic gardens. While the core focus remains on botanic collections and advancement of plant knowledge to the wider community, there is also a move towards more sustainable and low water use plantings.

This is evident in the three main South Australian gardens where the planting of Australian native species is given preference for cultural, educational, conservation, maintenance, and sustainability reasons.

Botanic Gardens in South Australia

The Botanic Gardens and State Herbarium of South Australia is a State Government statutory authority as defined by state legislation.

The Botanic Gardens of South Australia comprises three beautiful public gardens:

1. Adelaide Botanic Garden (and Botanic Park) in the City of Adelaide – approx. 1.4m visitors per year.
2. Mount Lofty Botanic Garden in the Adelaide Hills – 270,000 visitors per year.
3. Wittunga Botanic Garden in suburban Blackwood – 250,000 visitors per year.

These gardens have provided visitors with a range of cultural, recreational, educational, and scientific facilities for over 160 years. Approximately two million people visit these three gardens each year including approximately 25,000 school students.

In addition to these traditional gardens is the Australian Arid Lands Botanic Garden which was officially opened in Port Augusta in 1996. These arid lands are home to thousands of highly evolved plant communities that are specially adapted to thrive in an environment of high temperature and drought.

The Australian Arid Lands Botanic Garden is free to enter, has 250 hectares of native Australian plants and receives over 120,000 visitors per annum. It has a Café, Visitor Centre and Shop and guided tours for adults (\$10) and children and concession (\$6).

CONTEXT

Visitors to Botanic Gardens

The table below shows activities undertaken by tourists who visited South Australia in 2019 and 2022.

The comparison of these two years is to show the difference in visitor numbers pre and post Covid-19. The area highlighted shows that tourists enjoyed visiting parks, botanic gardens, and public gardens. Pre Covid-19, visitors drawn to Botanic Gardens equated to approximately 348,000 while post Covid-19, there was a decline of approximately 10%, to 316,000.

Visitors (000)	South Australia	
	Year ending December 2019	Year ending December 2022
Go to the beach	1,682	1,738
Visit national parks / state parks	800	811
Visit botanical or other public gardens	348	316
Go w hale or dolphin w atching	np	np
Visit farms	164	np
Bushw alking / rainforest w alks	792	967
Visit the reef	np	np
Birdw atching	np	np
Outdoor / Nature	2,744	2,822
Other outdoor activities nfd	266	253
Fishing	520	477
Golf	109	np
Scuba diving	np	np
Snorkelling	np	np
Water activities / sports (Sailing, w indsurfing, kayaking)	309	275
Surfing	np	np
Snow sports	np	np
Cycling	150	164
Exercise, gym or swimming	561	305
Play other sports	284	197
Active outdoor / sports	1,894	1,545
Attend theatre, concerts or other performing arts	221	155
Visit museums or art galleries	489	478
Visit art / craft w orkshops / studios	np	np
Attend festivals / fairs or cultural events	268	216
Visit history / heritage buildings, sites or monuments	403	310

Arts / Heritage	1,199	988
Experience aboriginal art / craft and cultural displays	np	np
Visit an aboriginal site / community	np	np
Attend aboriginal performance	-	np
Indigenous Culture Activities	np	np
Visit amusements / theme parks	np	np
Visit w ildlife parks / zoos / aquariums	199	169
Go on guided tours or excursions	182	202
Go to markets	570	447
Tourist trains	np	np
Visit industrial tourist attractions / mines	127	np
Visit w ineries	734	756
Charter boat / cruise / ferry	np	np
Visit a health spa / sanctuary / w ell-being centre	np	np
Visit or stay on an island	np	np
Visit farmgates	np	np
Visit food markets	198	254
Visit brew eries (International visitors 2018 onw ards)	106	131
Visit distilleries (International visitors 2018 onw ards)	np	np
Local attractions / Tourist activities	1,744	1,647
Visit friends & relatives	3,251	2,236
Pubs, clubs, discos etc	1,947	1,767
Visit casinos	np	np
Attend an organised sporting event	251	253
Go shopping for pleasure	1,386	1,343
Eat out / dine at a restaurant and/or cafe	4,860	3,908
Sightseeing/looking around	2,072	1,674
Movies/videos	np	np
Go on a daytrip to another place	334	344
Picnics or BBQs	281	197
Attend Movies/Cinema	np	np
Social activities	6,811	5,712
Other activities - Not Asked	1,072	1,117
Total	8,094	7,110

Tourism Research Australia 2022.

CONTEXT

Visitors to the Regions

Pangarinda Botanic Garden sits within the tourist region of Murray River, Lakes & Coorong.

In 2022, there were 381,000 tourists stay overnight in the region and 781,000 day trippers. However in 2019, which is pre Covid-19, the region enjoyed 451,000 overnight visitors and 1,223,000 daily visitors.

Tourists of both an overnight and day trip nature spent \$201m in 2022, while pre Covid-19 this was \$281m.

Although the visitor numbers were down for 2022, early indicators are that visitors will return to pre Covid-19 in the foreseeable future.

REGION	Tourism Spend \$		Overnight Visitors 000s		Day Trippers 000s	
	2019	2022	2019	2022	2019	2022
Adelaide	4,515	4,360	3,922	3,084	5,784	4,723
Adelaide Hills	207	225	226	155	1,664	1,210
Barossa	225	326	317	319	980	925
Clare Valley	117	152	204	196	341	239
Eyre Peninsula	550	505	582	500	773	443
Fleurieu Peninsula	559	665	901	783	3,545	2,670
Flinders Ranges and Outback	514	575	930	832	666	481
Kangaroo Island	191	187	208	171	118	26
Limestone Coast	421	441	775	622	740	827
Murray River, Lakes and Coorong	281	201	451	381	1,223	781
Riverland	195	240	429	412	430	453
Yorke Peninsula	240	354	595	602	791	702
Transit SA - Offshore & Migratory SA	62	106	90	66	-	-
Reg SA	3,562	3,976	5,170	4,568	11,271	8,756
South Australia	8,077	8,336	8,581	7,291	17,055	13,479

Tourism Research Australia 2022.

Visitors to the Coorong District Council Region

Information at a micro level detailing tourist numbers to the Coorong District Council region is limited. This is due to the low sample size and no international visitor data available.

Below it can be seen that approximately 92,000 people visit the region per year and stay overnight. These visitors tend to stay for an average of two nights.

Daily visitors to the region equate to 155,000 people. Again these visitor numbers are expected to rise and achieve if not exceed pre Covid-19 levels.

12 Months Dec 2022	International	Domestic Overnight	Domestic Day	Total
Visitors (000s)		92	155	247
Nights (000s)		203		203
Average Nights		2		2
Expenditure (\$M)		\$33	\$12	\$45
Spend per Trip		\$359	\$78	\$437
Spend per Night		\$161		\$161

Tourism Research Australia 2022.

CONTEXT

History

The Pangarinda Botanic Gardens is located on the ancestral lands of the Ngarrindjeri people. They were widely known as “outstanding craftspeople”, specialising in basketry, matting and nets. The fertility of their land and proximity to the Murray River allowed them to live a semi-sedentary lifestyle.

In the early 1990's the Tailm Bend Beautification Committee approached the Meningie Council (later to become Coorong District Council) seeking access to a site where they could continue planting for their social and environmental benefit.

The Meningie Council identified several possible sites and chose the Crown Lands, managed by council as parklands on Section 72 Hundred, of Seymour at Wellington East South Australia. Up until this time, the site was grazing land leased by local farmers.

In September 1993, a public meeting was held to discuss establishing an Arboretum on Crown land managed by Council as Park Lands, which was leased to farmers for the grazing of stock.

The proposed site at Wellington East was predominately very sandy with little to no agricultural production benefit. The site was quite undulating with gentle rises and hollows. A large area was covered with drift sand a metre deep which had drifted from the adjacent property to the west.

At this public meeting Council was seeking to form a section 41 committee to formally manage the proposed site under Councils direction and umbrella. A name had been decided upon “Pangarinda Arboretum”. Pangarinda being the local Ngarrindjeri dialect for sunset.

In June 1994 a concept plan was adopted to establish a genetic bank of threatened plant species from the highly modified drier agricultural regions of Southern Australia and grown in their natural plant associations.

The inaugural committee set the provenance boundaries, ie:
"Highly modified, marginal agriculture, winter-dominant rainfall areas of southern Australia".

Many plants from these areas are threatened, poorly conserved, in fact some exist only on road verges where weeds and road works encroach year by year.

The Project has been funded by an annual budget allocation from Coorong District Council and donations from the public, visitors, businesses, Open Gardens SA and societies like the Australian Plant Society South Australia Inc and their local groups.

On occasions extra support has come from groups such as Community Work Order Personnel assisted with labour to erect fences, a Green Army Team provided help with garden maintenance, Greening Australia donated herbicide and local nurseries supplied and donated many of the estimated 110,000 plants now established. Small grants have provided small tools and Coorong District Council has provided and or replaced mowers and brush cutters as required.

The Olympic Landcare 2000 project was dedicated to Paralympian Katrina Webb. In that year 2,000 local native seedlings were planted.

The name of the site was later changed to 'Pangarinda Botanic Garden'

Volunteers have developed this site aided by Coorong District Council and support from community groups, businesses, and individuals. The volunteers have worked tirelessly over the years and their commitment is best demonstrated by the success of the flourishing garden today.

CONTEXT

Current Situation

Since its commencement 30 years ago, Pangarinda Botanic Garden has undergone significant change. From a derelict piece of land covered with sand and of little perceived value, the site has become a thriving, colourful and prosperous mosaic of Australian native plants.

Australian Native Plants and Birdlife

Pangarinda was established to ensure the sustainability of rare and endangered Australian native plants. The number of native plants species on the site are in the thousands while the total number of plants in the garden is estimated to be over 110,000. Over 30% of the garden is comprised of local native vegetation. A founding condition of the garden was that, when established, plants must be dependent the local rainfall, ie able to survive with less than 350mm of annual rainfall common to that area.

Pangarinda is unique due to its extensive collection of endangered species which are on display and purposely planted out in natural vegetations associations to give visitors a real connection to the environmental display. Many threatened plant species from the drier agricultural regions of southern Australia are now nurtured as a "Genetic Bank" with the potential to contribute to revegetation projects.

The diversity of native endangered plant species has seen the return of many different native Australian birds such as White Fronted Chat, Superb Fairy Wren, Red Capped Robin and Pallid Cuckoo. At the last bird count, 64 individual species of birds were identified.

Ownership and Management

The Pangarinda site is on Crown Land under the Care, Control and Management of the Coorong District Council. It is managed by a Local Government Section 41 committee of volunteers. Under Section 41 of the Local Government Act 1999, committees, generally comprised of small groups of people, exist to assist Council in the operation of its assets or activities. These committees often specialise in areas such as cemeteries or botanic gardens.

At a day to day management level, the activities of the garden are overseen by Council's Sustainability Officer who has strong product knowledge in Australian native flora and fauna. This includes working with and supporting the volunteers.

Financials

Council allocates a budget of \$20,000 for Pangarinda. Realistically the spend may be greater, as costs associated with Council staff picking up cuttings, mowing and spraying may exceed budget.

CONTEXT

Onsite Infrastructure

Infrastructure on the site is minimal which in some ways is to be expected. There are four tables and seats allowing visitors to enjoy lunch. An open verandah with seating and interpretative information about plants and birds is housed near the entrance.

There are also four seats located throughout the garden for those wanting to take a break or just enjoy the tranquil setting.

There is no Nursery onsite. Any propagation that occurs is done so at the home of two of the volunteers. There is a storage shed onsite where volunteers store their equipment.

Visitors

The garden has dedicated paths with some signage, shelter, and seating. It is fenced off and there is a motion sensor which provides an indication of the number of visitors to the garden. On average, the garden welcomes 895 visitors every month, as shown on the following table.

Reading date	Visitors No's
29/07/2022	967
26/08/2022	890
28/09/2022	1,449
31/10/2022	1,133
29/11/2022	739
3/01/2023	669
1/02/2023	348
1/03/2023	423
4/04/2023	942
28/04/2023	990
31/05/2023	1,295
Average per Month	895

Volunteers

Today between six to eight volunteers work at the site, carrying out a variety of tasks from new plantings, pruning, lopping, mowing and general duties. The volunteers tend to be in their senior years and have excellent knowledge and experience of Australian native plants. They attend Pangarinda weekly, usually on a Wednesday, and work as a group to ensure the garden is maintained in a pristine condition.

Coorong District Council assists the volunteers with any 'heavy' or large areas of work that need to be undertaken. This includes collecting large mounds of clippings or moving mulch around as needed.

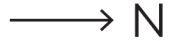
It is evident that the core group of volunteers go beyond the call of duty. New volunteers do start from time to time, but tend not to stay on given the physical nature of the work and time involved. The current core group of volunteers have been there for many years and have specialised knowledge regarding endangered native Australian plants.

It is estimated that the volunteers undertake 2,000 hours of unpaid work per year. According to the Australian Bureau of Statistics (2020), the volunteering dollar replacement hourly figure is \$45.10. This means that the volunteers contribute the equivalent of \$90,200 in labour per year.

The current challenge however is that the amount of work required to sustain the garden is perhaps beyond the physical capability of this small core group of highly respected volunteers and therefore a suitable complimentary strategy needs to be implemented. That is, the volunteers need the assistance of others to be able to continue building on the success of Pangarinda Botanic Garden.



Pangarinda Botanic Garden

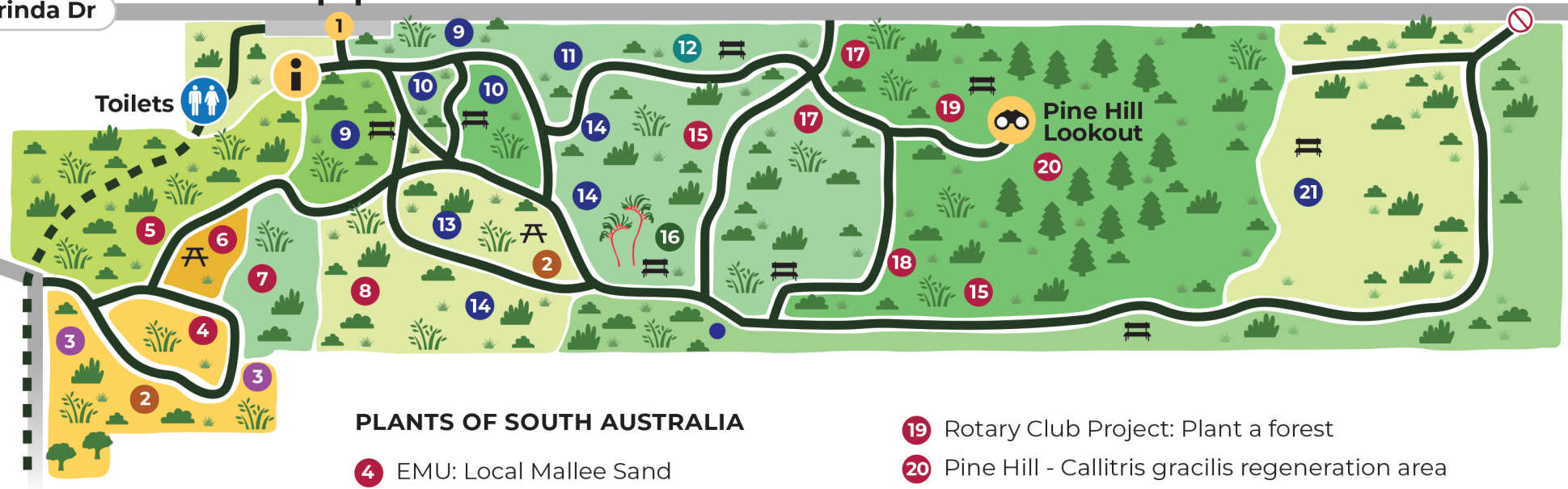


No exit

Entrance & Parking

Pangarinda Dr

Marra Dr



- 1 Entrance to walking trail
- 2 Eremophila Plantings
- 16 Kangaroo Paws
- 12 Plants from inland Queensland
- 3 Plants of Eastern States

PLANTS OF SOUTH AUSTRALIA

- 4 EMU: Local Mallee Sand
- 5 Black Swan: Murray River Enviro.
- 6 COOT: Local Mallee Heavy Sands
- 7 Rock Wallaby: Plants of the Flinders
- 8 Dingo: Central Australian Plants
- 15 Taillem Bend School Plantings Continued for 10 years
- 17 "Olympic 2000 Landcare" local vegetation.
- 18 Local Endangered Species plantings

- 19 Rotary Club Project: Plant a forest

- 20 Pine Hill - Callitris gracilis regeneration area

PLANTS OF WESTERN AUSTRALIA

- 9 Plants of the Eyre Botanical District
- 10 The Avon District Plants
- 11 The Irwin District Plants
- 13 Plants of the Coolgardie District
- 14 WA Mixed Plantings
- 21 Holding area for plants

A close-up photograph of several bottlebrush flowers in shades of pink and red. The flowers have a dense, cylindrical shape with many fine, radiating stamens. A white, semi-transparent rectangular box is overlaid on the left side of the image, containing the text 'RESEARCH SUMMARY' in a dark blue, sans-serif font.

RESEARCH SUMMARY

RESEARCH SUMMARY

Research Methodology

The methodology used to produce this Future Vision Plan for Pangarinda included gaining insights from three core stakeholder groups:

1. **Volunteers at Pangarinda.**
2. **Elected Members of Coorong District Council.**
3. **Community feedback.**

Insights were gained by asking a series of questions to each group around their likes and dislikes of the garden, future ambitions and what they saw as the greatest opportunities and challenges. In all three groups, the same questions were asked to ensure consistency and comparison between the groups. In some instances, one or two questions were omitted from the Elected Members and Community surveys as they were not relevant.

Volunteers at Pangarinda

Volunteers initially completed a paper based questionnaire and then came together to further workshop their responses. Ultimately the aim was to identify a Vision, Opportunities, Issues and Ongoing Activities which relate to the ongoing sustainability of Pangarinda. The workshop session lasted approximately 3.5 hours.

The qualitative and quantitative nature of the process with volunteers allowed them to provide individual, specific feedback, followed by a group session where they could discuss and debate their responses with their peers.

Elected members

In this instance, Elected Members workshopped the same questions to the Volunteers. Their responses were recorded over the one hour session.

The session was qualitative in nature and intended to probe the Elected Member body as a whole and gauge their thoughts towards Pangarinda.

Community

The community was asked several questions on Survey Monkey. The survey was promoted via council's newsletter, posters and social media and residents were given four weeks to respond. Hard copies were also made available at Council and in some offices for anyone who may not have access to a computer.

The community survey was carried out via Survey Monkey (On-line Survey Platform) and therefore quantitative in nature. One of the notions to be tested was how many of the community members knew about Pangarinda. A total of 90% of respondents (48 people out of 53) were aware of Pangarinda. Responses to other questions were quite involved showing that there was genuine community interest in Pangarinda.

All responses were consolidated into this Draft Future Vision Plan.

The following pages present a summary of the Opportunities, Issues and Ongoing Activities identified in the research. Full responses from each of the three groups can be found in Appendix 1.

RESEARCH SUMMARY

Opportunities

Summary of Responses by Target Audience

Volunteers	Elected Members - Councillors	Community
<ol style="list-style-type: none"> Sourcing seed of rare / endangered plant species Birdwatchers Artists Photography Donations – QR codes Self-guided walks; explorations Employ staff with the rights skill set Connect with target groups – bird watchers, schools, walking groups, universities, tourists Selling of seed/ plant stock Connecting to adjoining land for expansion of garden Corporate funding to provide funding Get Cosi to visit and promote Build relationships with other tourist operators School excursions and competitions Increase connection with Ngarindjeri Bush tucker identification and supply The need for 2 FTE (Full-time equivalent) with good knowledge Build on the 'niche' and uniqueness of Pangarinda Being on visitors itinerary Kids playground / seating 	<ol style="list-style-type: none"> Create an Ambassador Propagate native plants and seeds to sell Capture current volunteers' knowledge and oral history Catalogues plants names and work schedule Nature play playground, improved walking paths, wedding venues. Tap into growth of Wellington East Link PBG to local tourism itinerary Donations and corporate sponsorship 	<ol style="list-style-type: none"> Leverage fact that it is free and open every day Tours – Guided or Self-Guided Signage on individual plants Attraction for kids to keep them occupied More seating throughout More signage to tell the 'Pagarinda story' Focal point for tourists interested in native plants Event days – picnics days, bird watching days Information sessions Specific plantings could make the area even more amenable for local bird life Health options - Cancer recovery, PTSD, etc More promotion, advertising, PR, digital in TV, socials, print, local operators QR Codes with dialogue / visuals Its own full-time gardener. Positioned as a leading SA Icon Visitor Centre A documented collection of the plants Its private, yet public, some days you are all on your own Gold coin donation or annual fee

RESEARCH SUMMARY

Issues

Summary of Responses by Target Audience

Volunteers	Elected Members - Councillors	Community
<ol style="list-style-type: none"> 1. Theft of plant material (seeds) 2. Acquisition of seed / plants from interstate problematic due to disease potential. 3. Continuity of rare / endangered plants 4. No cash flow from 900 visitors per month 5. Moving forward with less or no volunteers 6. No knowledge of what type of plants and where to plant them 7. Lack of volunteers throughout winter 8. Being aware of natural germination of desired seedlings and not destroying by slashing 9. Taking care of rare / endangered plants from external risks (eg chemicals theft) 10. Conservation of Australian natives 11. Parking for tourists is currently inadequate 12. Inappropriate thinning of dead plants (removing roosting habitat) 13. Possible lack of council support, long term (horizon 3) 14. Becoming too reliant on external funding 15. Buy adjoining land to stop it falling into other hands. 	<ol style="list-style-type: none"> 1. No income from visitors 2. Maintenance should not be looked at in isolation – consider other projects in region 3. Financial commitment 4. Ongoing availability of volunteers 	<ol style="list-style-type: none"> 1. Lack of defined pathways 2. Improving fire risk factor 3. Deteriorating due to lack of maintenance 4. Reduced volunteer involvement, increased council involvement will be required (resources) 5. Volunteers are becoming less, and the ones left are ageing, Councils generally maintain parks & gardens and as a community asset should be helping where directed by those involved 6. Not enough funding 7. Negative talk and practices amongst Council and volunteers 8. Improve some paths for wheel-chairs 9. Acknowledge Volunteers and Council for all the excellent work they have done 10. More Council funding

RESEARCH SUMMARY

Ongoing Activities

Summary of Responses by Target Audience

Volunteers	Elected Members - Councillors	Community
<ol style="list-style-type: none"> 1. Group autonomy of day to day decision making – must have a leader 2. Perceived sense of ownership 3. Propagation and growing of plants 4. Ongoing management of weeds on site – hand weeding, slashing, mowing, fire fuel load with mitigation, chemical control 5. Maintain and build connections with Adelaide Botanic Gardens and Aust Plant Groups & Societies 6. Maintain the conservation principle of Australian native plants which in turn increases biodiversity and attracts tourists 7. A campaign to attract volunteers to maintain the garden 8. Council assistant with heavy 'heavy maintenance' jobs 	<ol style="list-style-type: none"> 1. Volunteers availability 2. Ongoing promotion to attract visitors 3. Ability to attract new volunteers 4. Maintain the balance and passion of Pangarinda balanced against financial and legal obligations given limited resources 	<ol style="list-style-type: none"> 1. Campaign to attract new volunteers 2. New Volunteer retention – new volunteers start and don't last because of physical nature of work 3. More seats and tables 4. Reduced Volunteer involvement 5. Not enough funding 6. Apathy 7. Keeping on top of maintenance 8. Vandalism



LOOKING
AHEAD

LOOKING AHEAD

After reviewing all the research and considering the responses from all surveys, it is possible to:

1. Offer a Vision Statement for consideration.
2. Better define the Target Audience(s).
3. Key Themes and Actions which need to be addressed.

With regard to point 3 above (Key Themes and Actions), the following pages will present initiatives which will support the ongoing sustainability of the Pangarinda Botanic Garden. Where possible budgets have been allocated and timings provided. It is noted that Council has many concurrent priorities competing for limited resources. Therefore it is suggested that not everything has to be undertaken in the next 12 months, but rather staggered over either the medium-term (2-3 years) or longer term (4-5 years).

Potential Vision Statement

To ensure the sustainability of Australian Native plants while providing visitors with a unique experience.

Several Vision Statements were provided and it is suggested that the above statement reflects the view of most respondents.



LOOKING AHEAD



Target Audience

Anecdotally, it appears that of the 895 tourists who visit Pangarinda a month, approximately 80% (716) of these are locals while 20% (179) are tourists.

With a continuing focus such as the new road signage highlighting Pangarinda, it is envisaged that the number of visitors will increase, particularly from intrastate, interstate, or overseas tourists. Recently six new signs were installed on nearby major roads and two existing signs were relocated to more prominent positions.

There may be some growth in visitor numbers from people who live within the Coorong District Council region as the Community Survey showed that of the 60% of respondents who lived locally, all but one knew of the Pangarinda Botanic Garden. Even respondents who lived outside the area were aware of Pangarinda. A total of 90% of respondents (48 people out of 53) were aware of Pangarinda. Therefore awareness of Pangarinda amongst locals and those outside the region seems to be quite good.

Given the above discussion and the diversity of what Pangarinda offers (a place for native plants to prosper, birds, recreational walks, a quiet place to sit, educational experience, social engagement, and tourism), this demonstrates the diversity of the garden's target market.

The following target audiences for Pangarinda are suggested.

Primary target audiences include:

1. Senior people (55+) with an interest or appreciation in nature and or recreation
2. School groups – introducing children to horticulture / environment / nature
3. Native plant enthusiasts
4. Birdwatchers
5. Travellers within the Murray River, Lakes and Coorong and Coorong District Council regions
6. Botanica World Discoveries - tour groups all over the world.

Secondary target markets include:

1. Clubs such as Lions, Probus, Apex and Scouts
2. Retirees
3. Family groups with children who are environmentally conscious and / or interested in the outdoors.

LOOKING AHEAD

Key Themes Identified



1. Plant Management



4. Site



7. Ngarrindjeri Engagement



2. Complimentary Products / Services



5. Human Resources



8. Longer Term



3. Revenue Opportunities



6. Marketing



9. Organisational Structure

KEY THEMES IN DETAIL



Plant Management

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
<p>1. A leading conservator of Australian native plants</p>	<p>a) All gardening, marketing and promotional activity will reinforce an expert and leadership position. b) Take advantage of public speaking opportunities at media and community events to build awareness of Pangarinda. c) The boutique nature of the living collection will demonstrate high quality curation, display and plant care, ultimately reinforcing the premium positioning. d) Nominate a 'face of the Garden'</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$3,000</p>
<p>2. Sourcing and storing seeds and plants</p>	<p>a) Create a small onsite lock-up nursery. b) Establish a genetic bank of threatened plant species ongoing.</p> <p>Timeline: Medium Term</p> <p>-----</p> <p>Budget: \$30,000</p>
<p>3. Expertise - rare and endangered plants</p>	<p>a) Seek out and nurture volunteers and staff who have good knowledge of rare and unique plants. b) Provide a detailed induction.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$3,000</p>

KEY THEMES IN DETAIL



Plant Management

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
<p>4. Ongoing maintenance</p>	<ul style="list-style-type: none"> a) Volunteer and Council participation to continue. b) Community Service participation. c) Appointment of 0.5 staff year 1 and second 0.5 staff year 2. d) Or redirect current Council staff to service Pangarinda. <p>Timeline: Short Term</p> <p>-----</p> <p>Budget: \$55,000 (appears in HR section)</p>
<p>5. Managing weed eradication</p>	<ul style="list-style-type: none"> a) Continue with manual weeding, slashing, mowing, fire and chemical control. <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$5,000</p>
<p>6. Cataloguing, mapping, and care plan for each species of plant</p>	<ul style="list-style-type: none"> a) Subscribe to Hortis system (Plant collection platform). b) Input and collation broken up into sections or by Volunteer. c) Student or unemployed wanting to participate. <p>Timeline: Short Term</p> <p>-----</p> <p>Budget: \$3,000</p>

KEY THEMES IN DETAIL



Complimentary Products / Services

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
1. Encourage Birdwatching	<ul style="list-style-type: none"> a) Promotion in birdwatching publications. b) Build a relationship with Birds SA and Bird Tours SA. c) Encourage group and individual field trips to Pangarinda. d) Ensure signage, print collateral and digital platforms are up to date. <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$2,500</p>
2. Photographers and Artists	<ul style="list-style-type: none"> a) The garden offers diverse cinematic backdrops suitable for filming, photography and artists. b) Encourage visitors to share film and photos on Instagram and other platforms. c) Create events eg: "Artists in the Garden". <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$0</p>
3. Tours and information sessions	<ul style="list-style-type: none"> a) Offer Guided tours with a cover charge. b) Collaborate with Community Groups and Tour Operators to schedule mutually convenient to maximise visitation. <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$2,000</p>
4. Event days – Picnics, Birdwatching	<ul style="list-style-type: none"> a) Family days may bring people to the garden. b) Child's activities. c) Seasonal events - could be aligned with the 'colours of the seasons'. <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$1,000</p>

KEY THEMES IN DETAIL



Revenue Opportunities

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
<p>1. Tours</p>	<p>a) Guided Tours - 45 minutes- Adults \$8, Concession and Children \$5. b) Birdwatchers - A set donation of \$5 per person.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$5,000 income</p>
<p>2. Selling of surplus seeds and plants</p>	<p>a) As per market rate.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$1,000 income</p>
<p>3. Fundraising / sponsorships / donations</p>	<p>a) Seek out opportunities for garden suppliers/nurseries to showcase their products and/or sponsor Pangarinda. b) Create mechanisms to allow visitors to donate, eg. online, QR code. c) Sale of items such as bird posters. d) Donate mechanism on Facebook and website. e) Promote donations through adverts placed by Council.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$10,000 income</p>

KEY THEMES IN DETAIL



Revenue Opportunities

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
4. Gold coin donation	a) Upon entry, visitors are encouraged to make a gold coin donation at a fixed, heavy-duty art sculpture, produced by a local Artist. b) Secure mechanism on-site or scan a code. Timeline: Ongoing ----- Budget: \$2,000 (ie. \$5k to build sculpture and \$3k income)
5. Grants / Philanthropists / Foundations	a) Actively target opportunities, identifying those best aligned to horticulture, education and tourism. Timeline: Ongoing ----- Budget: \$20,000 income

KEY THEMES IN DETAIL



Site

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
<p>1. Improving fire risk factor (linked to weed management)</p>	<p>a) Continue with fire prevention program and determine any improvements that could be made. b) Prohibit any people from site on extreme fire days.</p> <p>Timeline: Short Term</p> <p>-----</p> <p>Budget: \$3,000</p>
<p>2. Signage on plants / QR codes</p>	<p>a) To identify Common Name and Scientific Name. b) QR codes may be at plant point (alongside name) for further information or on a few signage boards staged throughout the garden.</p> <p>Timeline: Medium Term</p> <p>-----</p> <p>Budget: \$10,000</p>
<p>3. More outdoor eating areas</p>	<p>a) Additional eating areas to be created and placed at strategic points throughout the garden. b) Informational signage may also appear at these points.</p> <p>Timeline: Medium Term</p> <p>-----</p> <p>Budget: \$30,000</p>

KEY THEMES IN DETAIL



Site

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
4. Children's attraction	<p>a) Digital or paper based activity which takes children across the garden and answering questions along the way.</p> <p>b) Scavanger Hunt using a digital app.</p> <p>Timeline: Short Term</p> <hr/> <p>Budget: \$5,000</p>
5. Ensure accessibility for all people	<p>a) Elderly, people with disabilities, visually impaired, hearing impaired, minority groups and new Australians.</p> <p>b) Ensure Pangarinda as a Council site adheres to internal policy, government regulations and the 'practical test'.</p> <p>Timeline: Short Term</p> <hr/> <p>Budget: \$10,000</p>

KEY THEMES IN DETAIL



Human Resources

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
<p>1. Leadership</p>	<p>a) The Sustainability Officer continues to lead and direct all activities associated with Pangarinda.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$0</p>
<p>2. Attracting new volunteers / retaining current volunteers</p>	<p>a) Develop a campaign to entice new volunteers. b) Work with Council's Volunteer Manager. c) Recruiting platforms and websites could include Volunteering SA, Seek and the Pangarinda page of Council's website. d) Collaborate with Botanic Gardens of SA and Arid Lands with the aim to leverage any volunteer capacity they may have. e) Ascertain availability of Trees for Life and Parks & Wildlife volunteers. f) Potential name change from Pangarinda Volunteers to Friends of Pangarinda?</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$2,000</p>
<p>3. Acknowledge the efforts of Volunteers</p>	<p>a) Seats and furniture at Pangarinda could present the names of volunteers as recognition. b) History video of Pangarinda may present 'the volunteer's story'.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$2,000</p>
<p>4. Two (2) new staff</p>	<p>a) Consider 0.5 new staff member in year 1. b) Consider another 0.5 new staff member in year 2. c) Having two different employees minimises loss of knowledge should one leave. d) These could be new employees or part of the existing Parks and Gardens team.</p> <p>Timeline: Year 1 & 2</p> <p>-----</p> <p>Budget: \$55,000 year 1 Budget: \$110,000 year 2</p>

KEY THEMES IN DETAIL



Marketing

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
<p>1. A leading conservator of Australian Natives</p>	<p>a) All gardening, marketing and promotional activity will reinforce an expert and leadership position.</p> <p>b) Take advantage of public speaking opportunities at media and community events to build awareness Pangarinda.</p> <p>c) The boutique nature of the living collection will demonstrate high quality curation, display and plant care, ultimately reinforcing the premium positioning.</p> <p>Timeline: Medium Term</p> <p>-----</p> <p>Budget: \$3,000 (Funded in Plant Management)</p>
<p>2. Connect with target groups - schools, walking groups</p>	<p>a) Promote tours to walking groups, garden groups, schools under a fee for service arrangement.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$3,000</p>
<p>3. Being on visitors' itinerary</p>	<p>a) Encourage reviews on Trip Advisor, Wiki Camps and other platforms.</p> <p>b) Make it a priority with Murray River, Lakes & Coorong tourism.</p> <p>c) Promoted heavily at Taillem Bend Visitor Information Centre.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$2,000</p>
<p>4. Relationship with Tourism operators</p>	<p>a) B & B's, hotels, motels.</p> <p>b) Bus tours and campers.</p> <p>c) Ensure these groups have brochures and other information to attract them to the site.</p> <p>Timeline: Short Term</p> <p>-----</p> <p>Budget: \$2,000</p>

KEY THEMES IN DETAIL



Marketing

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
<p>5. Advertising, PR, promotion, socials, local operators</p>	<ul style="list-style-type: none"> a) Promote in publications. b) Promote at other sites like Monarto and The Bend. c) Press releases at the beginning of each season. d) Keep up a digital media presence. e) Talk back radio. f) Hello Adelaide and SA with Cosi. g) Promote at SA Nature Festival (October) <p>Timeline: Short Term</p> <p>-----</p> <p>Budget: \$5,000</p>
<p>6. Video of Pangarinda for history and promotional purposes</p>	<ul style="list-style-type: none"> a) Multiple purposes... history, educational and promotional. b) Introduce volunteers and capture the 'Story of Pangarinda'. c) Preamble starts with Ngarrindjeri friends, volunteers, Council and the community. <p>Timeline: Medium Term</p> <p>-----</p> <p>Budget: \$4,000</p>
<p>7. Dedicated website</p>	<ul style="list-style-type: none"> a) Given its prominence, consider a dedicated website for Pangarinda. b) Link to other Botanic Garden websites. c) Opportunity for Native Plant enthusiasts and Bird watchers to engage. d) Presents fundraising opportunities. <p>Timeline: Medium Term</p> <p>-----</p> <p>Budget: \$5,000</p>

KEY THEMES IN DETAIL



Ngarrindjeri Engagement

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
1. Engagement	a) Explore engagement opportunities with Ngarrindjeri people. b) The cultural and indigenous story of Pangarinda will be a specific feature and could be added to all promotional material. Timeline: Ongoing ----- Budget: \$0
2. Cultural experiences	a) Imbed the Aboriginal story into Pangarinda. b) Include the cultural heritage to enhance the visitor experience. c) Maximise exposure through signage, displays and verbal discussions and presentations. Timeline: Ongoing ----- Budget: \$5,000

KEY THEMES IN DETAIL



Longer Term

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
1. Visitor Centre	<p>a) Define the scope of this project. b) Ascertain viability.</p> <p>Timeline: Long Term</p> <p>-----</p> <p>Budget: To be advised</p>
2. Land acquisition	<p>a) Pangarinda is 25 hectares in size and it is possible that the land could be valued at \$10m. b) Determine the benefit of acquiring adjoining land, eg. for expansion of Pangarinda. What would we do with it? c) Ascertain if it is for sale. d) If acquired by others, will this affect Pangarinda? e) Investigate the resources to purchase it?</p> <p>Timeline: Short Term</p> <p>-----</p> <p>Budget: To be advised</p>

KEY THEMES IN DETAIL



Organisational Structure

Short Term = less than 1 year

Medium Term = 2-3 years

Long Term = 4-5 years

Items to be Addressed	Potential Actions
1. Establish an Incorporated Association?	<p>a) There are some benefits, but not of great significance. b) Potential for applying for some grants which are for Incorporated Associations and not for profit only. c) Offen requires a dedicated champion.</p> <p>Timeline: Ongoing</p> <p>-----</p> <p>Budget: \$0</p>
2. Assign management to others?	<p>a) Botanic Gardens of SA or Australian Arid Lands.</p> <p>Timeline: Nil</p> <p>-----</p> <p>Budget: \$0</p>

SUMMARY OF THEMES & ACTIONS BY TIMELINE & BUDGET



Theme	Action	Expenditure / Income
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Short Term (less than 1 year) **Priority 1**

1 Plant Management	Cataloguing, mapping, location and characteristics into Hortis system.	3,000
4 Site	Improving fire risk factor / weed control. Close on fire ban days.	3,000
4 Site	Accessibility for all people such as people with disability, elderly.	10,000
4 Site	Children's activity to let them explore and learn about garden. Paper based or digital.	5,000
5 Human Resources	New 0.5 staff or use existing if capacity allows.	55,000
6 Marketing	Relationships with Tourist Operators such as bus tours and motels.	2,000
6 Marketing	Advertising in publications, PR, Social media and special events.	5,000

\$83,000

Medium Term (2 - 3 years) **Priority 2**

1 Plant Management	Sourcing and storing seeds and plants via creation of onsite nursery.	30,000
4 Site	Signage on plants / QR codes	10,000
4 Site	More outdoor eating areas with tables and chairs.	30,000
5 Human Resources	Second 0.5 staff or use existing if capacity allows.	55,000
6 Marketing	Dedicated website	5,000
6 Marketing	A leading conservator of Australian natives (funded in plant management)	3,000
6 Marketing	Video of Pangarinda for history and promotional purposes	4,000

\$137,000

Long Term (4 - 5 years) **Priority 3**

8 Longer Term	Visitor Centre	To be advised
8 Longer Term	Land acquisition to expand or ensure no unwanted neighbours.	To be advised

SUMMARY OF THEMES & ACTIONS BY TIMELINE & BUDGET

Theme	Action	Expenditure / Income
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Ongoing

1 Plant Management	A leading conservator of Australian Native plants. Niche position, face of the garden.	3,000
1 Plant Management	Expertise – rare and endangered plants, detailed induction.	3,000
1 Plant Management	Managing weed eradication.	5,000
2 Comp Products & Services	Encourage birdwatching in publications, field trips and signage.	2,500
2 Comp Products & Services	Photographers & Artists by targeting this sector on Instagram and social media.	0
2 Comp Products & Services	Tours & information session by collaborating with Community groups and Tour Operators.	2,000
2 Comp Products & Services	Event Days aligned to the 4 seasons and promoted thru Social media.	1,000
3 Revenue Opportunities	Guided Tours	-5,000
3 Revenue Opportunities	Selling surplus seeds and plants	-1,000
3 Revenue Opportunities	Fundraising / sponsorships / donations mechanism online.	-10,000
3 Revenue Opportunities	Grants / Philanthropy / Foundations aligned to horticulture, education and tourism.	-20,000
3 Revenue Opportunities	Gold coin donation (\$5k to build sculpture and \$3k income)	2,000
5 Human Resources	Attract new volunteers, collaborate with like organisations.	2,000
5 Human Resources	Acknowledge efforts of volunteers with plaques on furniture and history video.	2,000
6 Marketing	Connect with target groups such as walking groups and social groups.	5,000
6 Marketing	Engagement and Cultural experiences via indigenous story in video and as part of tour experience.	2,000

- \$8,500 Income

GRAND TOTAL		\$211,500
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MANAGING THE RISK



It is suggested that 'doing nothing' or not looking after a botanic garden can lead to various risks and negative consequences. Pangarinda and other botanic gardens play a crucial role in plant conservation, education, tourism, and ecosystem support.

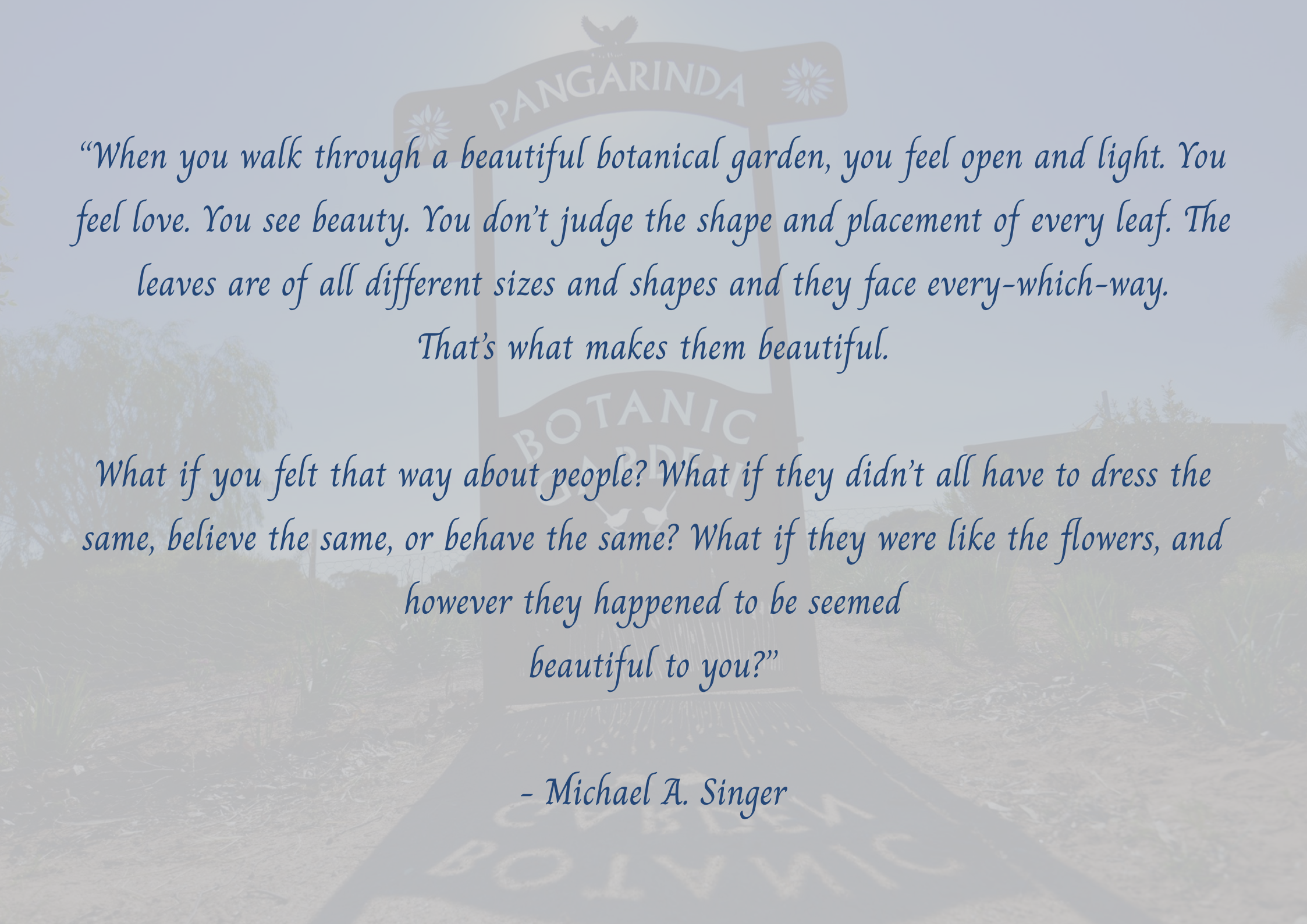
If we continue down the same path with Pangarinda Botanic Garden and do not develop any strategies to ensure its ongoing sustainability, the following issues may arise:

1. Endangerment of rare species planted on the site.
2. Volunteer fatigue could lead to less maintenance being done.
3. No volunteers (Volunteers currently doing over 2,000 hours worth of work per year)
4. Erosion of cultural and historical importance.
5. Soil erosion and a return to its original sandy state.
6. Spread of invasive species such as weeds.
7. Loss of recreational opportunities such as walking paths.
8. Loss of a tourist attraction and tourists to the region.
9. Decline in public support.
10. Loss of educational opportunities for school children and plant enthusiasts.

Whilst the list above is by no means exhaustive, it demonstrates the importance of Pangarinda as one of the few other botanic gardens in existence in South Australia.

The potential replacement value of Pangarinda Botanic Garden would run into the millions of dollars in land, establishment and plant costs and potential lack of volunteer support. Realistically, this could not be replaced.

However, there is an opportunity for all stakeholders to build further on this unique and precious garden and create a greater, sought-after destination site.



“When you walk through a beautiful botanical garden, you feel open and light. You feel love. You see beauty. You don’t judge the shape and placement of every leaf. The leaves are of all different sizes and shapes and they face every-which-way.

That’s what makes them beautiful.

What if you felt that way about people? What if they didn’t all have to dress the same, believe the same, or behave the same? What if they were like the flowers, and however they happened to be seemed beautiful to you?”

- Michael A. Singer

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APPENDIX

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q1 What do you like about the Pangarinda Botanic Garden?

Volunteers	Elected Members	Community
<ol style="list-style-type: none"> 1. The setup of native flora and fauna. 2. To stroll around unhurried and listen to the sounds of nature instead of 'civilisation'. 3. I like the fact that the volunteers are in charge of the garden, and we know where plants should be, what plants we should be growing and what plants need that extra little bit of care. 4. Nearly 30 years since we started work on establishing Pangarinda and we still make most decisions sitting around the table at lunch breaks during our work days as volunteers. 5. The way that plants have been planted to represent the areas that they naturally grow and to be kept that way by volunteers, well into the years to come. 6. The natural tranquil and birds and native flora. 	<ol style="list-style-type: none"> 1. On our back doorstep, unique, volunteer run, peaceful. 2. Love of Australian plants and what can grow in the area. 3. Better plant signage, relaxing and interesting. 4. Accessibility aspect, either from the city or country. 5. The dedicated volunteer effort to get it to where it is. 6. QR codes and physical signage. 	<ol style="list-style-type: none"> 1. Vast array of plants flowering in all seasons extensive birdlife. 2. Birdlife. 3. Open every day, free to visit, great place to learn about natives. 4. Meandering pathways that are wheel friendly: pram/ wheelchair/push bikes for youngsters. The peacefulness, locality, variety of plants. It is a lovely place to just 'Be'. 5. That the plants that grow there are suitable for our location. We love visiting at different times to see the different flowering plants. We are amazed to look at what it used to be. 6. It is very natural, well kept, makes very little use of water, very accessible, has strong community support and the location means that the wider public can be aware of it. 7. Natives and ecosystem preserved in residential development area. Gives ideas on what will grow locally. Accessibility with way paths have been created is great. 8. Volunteer fellowship developing an incredible environmental asset, the interaction with the public through guided tours, the working within local conditions by matching plants to their natural conditions building a perceived sense of 'project ownership' with minimal interference from aspiring learned 'experts'. 9. The variety of plants. Not purest to having just indigenous to the area plants. Provides a showcase of what flowers here at all times of the year and what grows well locally.

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q2 What are some of the things you dislike or could be improved about the Pangarinda Botanic Garden?

Volunteers	Elected Members	Community
<ol style="list-style-type: none"> 1. The invasion of hard to control weeds building up on the outside boundary of Pangarinda Botanic Garden. 2. The right to spray... 3. Not being part of the planning process. 4. Use of names and spelling of names. 5. When some volunteers choose to go their own way and will not appreciate being a part of a team. 6. Not being able to find volunteers with appropriate knowledge. 7. Weeds! 	<ol style="list-style-type: none"> 1. Needs more shelter to facilitate people to stay longer 2. How to find an Interpretive Centre 3. Council needs to run a volunteer program 4. Not enough for little kids to do 5. Maintenance of PBG should not be looked at in insolation to other Council managed assets. 	<ol style="list-style-type: none"> 1. More defined pathways to northern end of garden down the hill from the look out. 2. Signage in the garden. 3. More regular informative tours. 4. More Volunteers under sixty. 5. An update on the map at the information hut. 6. More Council Funding. 7. Signage on individual plants - quite often the plant with the sign has died, or there just aren't enough. The general signage to areas is good though, and the walk ways are very good. 8. Disabled access, signage, tree labels. 9. Attractions for kids, or to keep kids occupied. A dedicated bike track even if small. Some sort of scavenger hunt type thing or geocaching including education on local flora and fauna. 10. I love how some trees/shrubs have botanical names, would love to see more as I've seen a few plants that I like but hadn't seen a name. 11. BBQ area. 12. Seating. 13. If adjacent or nearby land were to become available, may improve corridors for local birds. 14. More seats and tables dotted throughout. Possibly a paper map with different sections to view while walking through garden. 15. Improving the 'wildfire risk safety' for extreme weather events. High pressure 'unchlorinated' water supply to tanks as most plant species will not thrive on alkaline water. Fire water access on Pangarinda Drive. Weed management must retain essential habitat for rare wildlife eg. ground nesting birds and pygmy possums. More nesting boxes. Improved pathway surface treatment for mobility compromised visitors. 16. A walking gate at the bottom end. To get out. Maybe nice walking paths especially for wheelchairs. Maybe a story of the area and a bit of history included. Signs not to pick and take the flowers.

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q3 What do you think Pangarinda should stand for or be positioned as (eg a garden, tourist attraction, a native plant sanctuary)?

Volunteers	Elected Members	Community
<ol style="list-style-type: none">1. To continue to be a collection of native plants growing in a Botanic Garden.2. To be free admission.3. A Tourism destination.4. It is a garden and a native plant sanctuary and is already recognised by botanists across Australia as such.5. A native plant and bird sanctuary is close to perhaps how it should be positioned.6. Pangarinda could see itself positioned as a leader in conservation and tourism.	N/A	N/A

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q4 Who do you think the Target Market (main audience) should be (eg. elderly, teens, bushwalkers)?

Volunteers	Elected Members	Community
<ol style="list-style-type: none">1. All ages and nationalities to see native plants that grow elsewhere in Australia, all in one area.2. Guided walk participants are mostly retirees.3. Clubs like Lions, Probus and Apex ... Scouts ... Schools should be encouraged to visit as introducing children to environmental concepts.4. Not one group, but more it should be about targeting those who love nature, maybe cannot afford to travel.5. Plant and bird lovers.6. People of all ages with a variety of interests.	N/A	N/A

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q5 In the future, what opportunities do you see for Pangarinda?

Volunteers	Elected Members	Community
<ol style="list-style-type: none"> 1. As Wellington East is growing in population more people will walk for exercise. Walkways will need upgrading. 2. A Donations methodology needs to be resolved as most visitors wish to contribute. 3. A Petty Cash system to purchase plants at opportunistic times. 4. Connectivity opportunities exist to the East, from adjacent to the cemetery to the road metal quarry further north and East bordering on Highway One. 5. Further East this land adjoins the Taillem Bend Forrest Reserve, now Mowantjie Willauwar Conservation Park. 6. Land next to the garden for an Interpretive Centre. 7. Training of future gardeners, showcasing plants suitable for homes and city plantings. 8. If staff were available, a native plant and seed nursery could help fundraise. 9. Full-time staff. 	<p>N/A</p>	<ol style="list-style-type: none"> 1. More visitors. 2. Becoming a focal point for tourist interested in native plants. 3. Ability to expand, place to protect threat species of native plants. 4. More promotion for destination tourism. 5. Even more native plantings although there is a great amount there atm, it's one of best botanic gardens I been to. 6. Overnight stay options for caravan and motor homes campers. 7. Tours from Horticultural students, landscapers, individuals & groups. 8. Wedding photo venue, open days, picnic destination, guest speakers, bird watching days, photography classes, treasure trail for kids. 9. Specific plantings could make the area even more amenable for bird life. The committee will need to monitor public use of the facility and let Council know when they need to make greater input. 10. Further development of community picnicking areas within the gardens. Potential expansion to include a wetlands reserve - purchasing nearby low-lying land that flooded during recent floods (across from "The Hall"). Is there opportunity to access funding from the Regional Landscape Levy that is collected in our rates? Can sustainable native cuttings / flowers be harvested without impacting the plants (eg in line with a pruning plan) and sold as potential revenue source? 11. Provide uncompromised (Crown land and Native Title) extension of garden to cater for future tourism development and to give future participants planting areas to develop from past experience for perceived 'self branding'. 'Wildlife corridors from Pangarinda should link with existing and future green spaces from river to forest reserve. 12. Providing a seed bank for Aust indigenous species. 13. I plan to take mental health clients there commencing in 2024 as part of a Transpersonal Art therapy group work, cancer recovery, newly diagnosed cancer support group, ptsd, child trauma recovery and more. I'd like to see the gardens continue to grow and become even bigger tourist attraction.

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q6 What challenges or risks do you see for Pangarinda?

Volunteers	Elected Members	Community
<ol style="list-style-type: none"> 1. Volunteers becoming less able to maintain Pangarinda; may require paid staff. 2. In time, thinning out to maintain our amazing tourist-attracting plants will need to eventuate. 3. Reducing 'Fire Danger Season' fuel loads. 4. The biggest risk is having a person in charge who has no idea. 5. Needs someone passionate about native plants, not just a horticulturalist who could change the overall structure immensely by an understanding of exotics, not natives. 6. Lack of volunteers to do the upkeep. 7. The site reverting back to sandy hills and weeds. 8. Lack of money from Council. 	<p>N/A</p>	<ol style="list-style-type: none"> 1. Deteriorating due to lack of general maintenance and upkeep 2. Reduced volunteer involvement, increased council involvement will be required (resources). 3. Running out of Volunteers 4. Volunteers are becoming less and the ones left are ageing .Councils generally maintain parks and gardens and as a community asset should be helping where directed by those involved. 5. Rabbit population is significantly increasing at the moment and concerned about the damage they do. We are experiencing significant disturbance on our land. 6. Not enough funding, lower volunteer numbers. 7. Development that blocks Pangarinda's future as a tourism hub. Council employees who no longer embrace and encourage volunteers but refuse to listen to them, (councils own experienced advisory committee) then insist on telling them (volunteers) what they can and cannot do. A holistic understanding of the idiosyncrasies of the plants and wildlife is essential to avoid negative outcomes, only learnt from volunteering with the experienced volunteer team! Chemical use without experienced volunteers overseeing the work around irreplaceable threatened species will lead to disasters. 8. Challenge is sufficient workforce to keep on top of maintenance, eg weed control and general clean up - if used as a training area, maybe Horticulture students could be involved in this. Risk - there is not enough volunteer work-force to keep on top of the maintenance to keep it attractive to visitors.

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q7 What could be done to attract more visitors?

Volunteers	Elected Members	Community
<ol style="list-style-type: none"> 1. Road signage, Highway One... Princes Highway 2. Better advertising in Visitor Centres. 3. QR codes with audio recordings. 4. Social media 5. Build a relationship with other local tourism participants. eg. Motorsport Park, and Monarto Zoo. 6. School competitions 7. Talk back radio. 8. Ngarrindjeri friends frequently visit the garden and have (May 2023) expressed willingness to play a role that has potential to greatly enhance visitor experiences. 9. Food and coffee. 10. Update old signage and correct spelling. 11. Adventure playground or nature trail. 12. Better pathways for older people. 	<ol style="list-style-type: none"> 1. Improved walking trails 2. Improved links with other BG or close by assets 3. Council managed standalone website. 4. Link with BGs South Aust 5. Gifting native flowers for celebratory events. 6. Expensive to open to rural schools who don't own buses to transport kids to site. 7. How can Council Assist? 8. Duke of Edinburgh Award - an option to get kids involved and coming back. 	<ol style="list-style-type: none"> 1. Advertising in plant and lifestyle magazines 2. Promotion through tourism SA, Hello SA, etc attracting overseas and local tourists 3. State Govt promotion 4. Although we could find it in various tourist websites, it really isn't promoted well. www.themurrayriver.com page is rather poor and not enticing- even to someone interested in flora. 5. Advertising, mutual advertising with Bot Gard & State Flora. 6. Some better paths for wheelchair/ pram access but as well as having the hiking / more rugged trails. And having interactive activities such as scavenger hunts, geocaching. 7. Pangarinda is isolated, although on a tourist drive destination. The "Bend" should entice more visitors to the region. Most travellers won't stop as there's no other attractions. 8. Marketing 9. It appears to me that this is already happening. Signage is good. I am not aware of how much effort goes into using modern media, but certainly that appears to be the way to let the younger generation be aware of Pangarinda. 10. Utilise nearby resources from State Flora and run some information sessions about native flora at Pangarinda. School tours for children (may already happen?). 11. Communication. We have had overseas visitors (Scotland for one) who have come to Australia because of what little they found about Pangarinda on the WEB! There are endless opportunities if the plants continue to be managed appropriately. More social media, managed by experienced volunteers/managers will open opportunities. Tour Guiding is very rewarding to visitors and tour guides but for some (I am a pensioner) the tyranny of distance, challenges budgets and personal safety on the highways. Qr codes with dialogue/visuals could provide visitors and or the Public with a heightened self-guided or virtual experience. eliminating the above. 12. Advertising, adding to Riverland Tourism, social media - special open days eg native plant specialists giving tours and advice on a range of native gardening topics eg soil type, planting, care etc. entry fee to cover costs 13. Digitally self-guided walks, ongoing social media spotlights of species in garden. 14. Pamphlets in other local attractions. Eg. The e, Old Tailem wellington Hotel, Caravan Park, Town, Tailem Railway Station, Supermarket, Uneek Animals, basically cross promotion. Also Google and other maps making it a prominent site, List in Top 5 things to do in TB and Wellington.

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q8 In the future, how could the maintenance work best be undertaken?

Volunteers	Elected Members	Community
<ol style="list-style-type: none"> 1. Maintenance not by contractors but by people that understand spraying around native plants. 2. If volunteers can be maintained much could continue as is. 3. Pangarinda has conditions and plantings so vastly different to all other Botanic Gardens in Australia that it is not impossible that it could ultimately attract a serious partnership with shared staffing and managements. We cannot plan that outcome, but we can plan small steps forward that improves the likelihood of it happening. 4. A campaign to attract volunteers to do basic maintenance in the garden. 5. Council continue to do the really big jobs. 6. Two (2) full time workers based at Pangarinda Botanic Garden, responsible for all parks in Wellington East. 7. The same way it's working now. 8. More volunteers or paid staff from Council. 	<ol style="list-style-type: none"> 1. Importance of S41 committee in clear communication between PBG and council regarding maintenance etc. 	<p>N/A</p>

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q9 In 20 years' time, how would you like to see the Pangarinda Botanic Garden evolve?

Volunteers	Elected Members	Community
<ol style="list-style-type: none"> 1. Two paid workers with good knowledge. 2. By being prepared to modify over time, what fails, with what succeeds, we can build upon Pangarinda's successes making a most remarkable, unique, world class garden. 3. I want to see more visitors. More places to sit and rest. A lookout over the river and lakes, all the way to the Mouth on a good day. Someone in charge with passion and understanding. Volunteers who continue to come and help because they love it. 4. Into a collection of Australian plants to rival any other in Australia. Drawing people wanting to see Australia wide plants. Perhaps buses of people coming from boats visiting. Being on an overseas visitors itinerary. 5. Bigger and better. 6. As a natural environment with rare and unique plants. 	<ol style="list-style-type: none"> 1. A space that offers something for all. 2. Receiving corporate sponsorship 3. Increase visitation and get donations 4. A tourist mecca, weed free. 5. Break it down into manageable / viable sections 6. Encourage locals to volunteer 7. Like to see original volunteers legacy continue 8. Crucial to have continued volunteers involvement 9. For it to be maintenance as is – keep it simple, the way it is now. 10. Plans being the show case 11. Evolve in balance with the urban growth of the towns. 	<ol style="list-style-type: none"> 1. Improved pathways. Improved parking. More council funding for full time gardener. 2. A leading South Australia icon for representing native plants to environmental groups and tourists. 3. Something that can rival Mt Lofty Botanical gardens for its unique plants and threatened species program 4. Eco camping, coffee shop/van on weekends, tree sales to raise much needed funds. 5. Having been maintained with passion and encourage many native flora and fauna species to be on display. 6. Paved paths or something similar. Walking trail to boat ramp. Trail leading to the mowantji willauwar reserve down to the wetlands at Wellington east. 7. That it continues to evolve naturally, I'm unaware if there is anymore land associated with it, but an association with the nearby John White Wetlands. Similar idea different plant types. 8. I would like to see a visitor centre to provide more shelter and information. 9. To maintain a documented collection of living plants for scientific research, conservation, exhibition and educational purposes. in line with the gardens objectives. 10. Published involvement in research, revegetation and seed bank projects, inspiring visitors to support join and pioneer local efforts for conservation.

APPENDIX 1 - SURVEY RESULTS SUMMARY

Q10 Do you have any other comments you would like to share?

Volunteers	Elected Members	Community
<ol style="list-style-type: none"> 1. In the event of no volunteers able to volunteer at Pangarinda Botanic Garden there should be two fully paid people within the Council. 2. Develop a Strategic Plan with the background, history and maintenance for the plants. 3. The garden should always be free for all to enjoy. 	<p>N/A</p>	<ol style="list-style-type: none"> 1. Increase tourism by more wide spread advertising (maybe share this with Wellington business ie Caravan park and Pub. Invite TV shows such as The Garden Gurus 2. Acknowledgement to all those who donated time, money and actual trees (Brenton Tucker Native Nursery) should be displayed. 3. It's one of my favourite places to go for a walk keep up the good work it's an amazing peaceful place. I also like when I have been there, there may be another person or two you might briefly see but it's not crowded so that is a bonus! You could also have an event there like they had at illuminate Adelaide at the botanic garden at night called resonate which involved lighting and music/art that was an amazing event and attracted visitors and they had bits roped off so the garden wouldn't get damaged. 4. I acknowledge the challenges to recruit volunteers into the future. I believe in a gold coin donation- honor box. Could have annual subscriptions- unlimited visits for \$25.00 per annum. Promote living ecosystems -plants, insects, birds etc. 5. A changing of the guard project clear objectives for the park offering flexibility for volunteers. Encouraging all walks of life to be involved through open communication and inclusion. 6. The Committee past and present have done an amazing job, supported by the Council. 7. It is vital that Pangarinda is nurtured under its volunteer status with support to build on our incredible successes, digitise our records, and work towards the potential to be embraced by an established entity to the benefit of the environment, the community, state, country and internationally.