



# STRATEGIC PLAN 2021-2025

## WHAT WE DO

We are a national membership association representing therapeutic horticulture in Australia. We support people and organisations in the use of horticulture for health and wellbeing through networks, training, education and research.

## OUR VISION

To be a leading representative organisation for Australian Therapeutic Horticulture

## OUR MISSION

To foster and support evidence-based, ethical and person-centred therapeutic horticulture in Australia and develop a robust, professional and ethical industry that is widely recognised, valued and utilised.

## OUR LONG TERM GOALS

1. Support a robust, sustainable, and collaborative Australian Therapeutic Horticulture sector
2. Enhance the profile and awareness of Australian Therapeutic Horticulture
3. Promote evidence-based, methodologically-sound research on therapeutic horticulture in Australia and its translation to practice
4. Provide a long-term, sustainable, active representative body for the sector that is an exemplar for TH on the international arena

## AND SHORT-MED PRIORITIES

Build the THA Profile  
An annual National Conference  
Support Research and evaluation  
Membership accreditation  
National training and education agenda  
Promotion of therapeutic horticulture  
Organisational sustainability

## OUR VALUES AND PROMISES TO MEMBERS

### INCLUSIVITY

WE ENHANCE THE CAPACITY OF COMMUNITIES, ORGANISATIONS AND INDIVIDUALS TO SUPPORT PEOPLE TO EXPERIENCE FULL AND MEANINGFUL LIVES THROUGH ENGAGEMENT IN THERAPEUTIC HORTICULTURE. WE WELCOME MEMBERS FROM ALL WALKS OF LIFE WHO SHARE OUR VISION AND MISSION.

### INTEGRITY

WE ENDORSE, SUPPORT, FACILITATE AND DELIVER EVIDENCE-INFORMED, ETHICAL, HORTICULTURAL-BASED ACTIVITIES THAT IMPACT POSITIVELY ON HUMAN HEALTH AND WELLBEING. WE PROVIDE ADVOCACY, TRAINING, RECOGNITION AND A FORUM TO SHARE KNOWLEDGE, IDEAS AND ACTION.

### COMPASSION

WE REFLECT AN UNDERSTANDING OF HUMAN NEEDS AND CAPACITY, BY SUPPORTING PRACTICE FOCUSED TO EASE SUFFERING, ENHANCE WELLBEING, CAPACITY AND OUTCOMES.

### SUSTAINABILITY

WE OPERATE IN A TRANSPARENT MANNER, PRACTICING GOOD GOVERNANCE, RESPONSIBLE FINANCIAL MANAGEMENT AND PROGRESSIVE SECTOR DEVELOPMENT.

### CARING CULTIVATION

WE PROMOTE THE BENEFITS FOR HUMAN HEALTH AND WELLBEING THROUGH THE CULTIVATION OF PLANTS, AND SUPPORT POSITIVE IMPACTS FROM HORTICULTURE ON THE HEALTH OF THE PLANET.