


A group of about ten people are standing in a grassy field, looking towards the background. In the foreground, there is a black plastic crate filled with green leafy vegetables. The background shows a rural landscape with rolling hills and a field under a bright, hazy sky.

**SPROUT TASMANIA  
STRATEGIC PLAN  
2024-2026**



# WHO WE ARE

The background of the slide is a photograph of a garden. In the foreground, there are many purple chive flowers in full bloom, growing on green stems. In the background, several people are standing and looking at the plants, though they are out of focus. A large, semi-transparent dark brown oval is overlaid on the left side of the image, containing the text.

Sprout Tasmania is a not-for-profit non-government organisation, operating statewide in Tasmania, committed to educating, empowering, and supporting small scale producers and regenerative farming.



# OUR VISION



Our vision is of a strong network of well-resourced and productive small-scale farmers, who are recognised for the role they play in a fair, resilient food and farming system, where communities thrive and landscapes are regenerated.



# OUR MISSION



Sprout Tasmania supports small-scale farmers to farm ethically and sustainably for their community & the environment.

We exist to grow and support our industry through advocacy and capacity building.





# OUR VALUES

## Collaboration

We help make connections between people, to encourage collectively working towards shared goals. We understand the benefits that come from listening to the perspectives of others.

## Innovation

We choose to see not just what is, but the potential of what could be. We find creative ways to improve outcomes for farmers, the community and the environment.

## Leadership

We seek to elevate small producers contributions to food production and food security in Tasmania through advocacy, representation and conversations with all levels of government and community.

## Thriving

We strengthen local food and farming systems by supporting farmers and providing the skills, confidence and tools to succeed.



# OUR RESOURCES



Strategic marketing plan

Editorial style guide

Membership strategy and plan

Volunteer engagement strategy and plan

Advocacy strategy

CRM software

Fundraising action plan

3-5 year curriculum plan





# OUR PILLARS

## Advocacy & Influence



We are influential in industry, government, and consumer decision-making.

- We participate in decision making conversations and feedback mechanisms
- We are present on boards and committees
- We use an evidence-based approach, and illustrate it with stories
- We formally support other likeminded organisations in their submissions through Letters of Support and data provision
- We submit Budget Priority Statements and make other submissions to Government
- We speak up proactively and reactively



We have an evidence-based understanding of our people and their work.

- We use fit-for-purpose systems to hold and collate data
- We provide multiple avenues for feedback and information sharing
- We undertake regular surveys of the sector

## Financial Sustainability



We have diverse and stable income streams.

- We pitch to values-aligned organisations and businesses for sponsorship
- We apply for grants
- We create offerings which will create value but also generate revenue
- We invite the public to support us through fundraising campaigns
- We happily spend on things with good Return on Investment



# OUR PILLARS



## Capacity Building



We are set up to be a national leader in capacity building programs for small-scale farmers.

- We are strategic, systematic and organised when creating our programs
- We understand the state of the relevant national education market, and avoid duplicating offerings already available
- We collaborate and partner with experts in the adult education field



Our programs are full and deliver value to us and participants.

- We price our offerings for return on investment and are clear on the value to the participants
- We encourage feedback good and bad, and apply learnings in a timely manner
- We pace our offerings to ensure demand



We enable networking to build capacity in the sector.

- We run field days as an opportunity for peer-to-peer learning and networking
- We provide opportunities for networking and mentoring at our annual conference
- We run workshops when we see a need and a gap in the market
- We promote story-telling as an important way of learning





# OUR PILLARS

## Brand & Reputation



All small producers in Tasmania know about us.

- We attend and/or present at relevant events
- We actively push our messaging through the media
- We follow a strategic marketing plan



The people who know about us are clear on what we do.

- We are consistent in our messaging
- We share and maintain up-to-date references to our offerings



We have a defined position in the marketplace and a clear scope.

- We are clear about our Vision, Mission and scope and share this publicly
- Our visual identity and communications style is relevant and consistent

## Membership & Community



Sprout is the conduit through which the local small farming community is connected.

- We provide opportunities for the local farming community to meet both in-person and virtually
- We share data and stories about common experiences
- We connect small producers with those in the sector and with the wider community



We have a growing membership filled with the right people.

- We create member benefits which appeal to people at all stages of their journey
- We promote our membership offerings consistently



# OUR PILLARS



## Our Team



Our staff feel valued and are engaged in their work.

- We create and maintain realistic workplans
- We encourage our team members to restore themselves through leave and work/life balance
- We make sure our staff have access to professional development opportunities



We are supported by partners.

- We seek out partners who offer a strategic and/or operational benefit
- We engage external experts when appropriate and possible



Our team is clear on their roles, rights, and responsibilities.

- We promote a culture of openness where kind feedback is welcome at all levels
- We provide regular and frequent opportunities to review roles and performance
- We create and maintain a set of policies and procedures about everything we need, and nothing we don't



We have a well managed team of fit-for-purpose volunteers.

- We seek out volunteers to fill skills-based roles
- We engage volunteers only when we have capacity to support them
- We take our volunteers through a thorough induction process



# CONTACT US



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