CB Alexander FOUNDATION TOCAL

STRATEGIC PLAN 2024-2030

Vision

Fostering agricultural education through our unique heritage and environment

Mission

The CB Alexander Foundation:
- promotes and advances agricultural education and innovation with our partners
- preserves, improves and shares the unique physical, historical and cultural environment at Tocal with the community

Our strategic objectives are to:

Foster agricultural education

The Foundation actively supports education, skills development, enterprise and innovation in the agricultural sector

Our actions
1. Maximise the impact of our scholarships (and financial supports) by reviewing and expanding their settings
2. Engage local First Nations groups to identify opportunities to enhance our programs with their valuable knowledge and perspectives
3. Identify opportunities to enhance student experience and amenity, working with Tocal College (and other educational institutions)
4. Explore partnerships with education providers and agriculture companies to design and deliver new support for students
5. Support mentoring, knowledge sharing and career pathway support across the agricultural sector with the Tocal Alumni

Our measures
1. Scholarship settings are reviewed and updated (as required)
2. Local First Nations groups are engaged
3. Tocal full time training programs are at capacity due to increased scholarship support available
4. Two new scholarship or financial assistance programs are introduced
5. A mentoring program is established (with progress reviewed every two years)

Enhance our unique heritage and environment

The Foundation is a responsible custodian of the Tocal site, preserving its unique value for future generations

Our actions
6. Maintain and improve the heritage buildings outlined in our Conservation and Management Plan using funds raised from supporters
7. Update our Conservation and Management Plan to consider the optimal use of green space at the Tocal site
8. Enhance our story telling capability on the history of Tocal and the value of agriculture
9. Assist in enhancing natural capital and environmental value across the Tocal site

Our measures
1. a) A fundraising program is established to fund capital works and maintenance projects
   b) Priority building maintenance project backlog is cleared
2. CMP updated with green space considerations
3. Foundation communications are reviewed and improved (at least every three years)
4. Improved assessment and monitoring of enhancements in natural capital, environmental value and carbon footprint

We will achieve these objectives by:

Growing participation and engagement

Tocal's unique value is shared with a growing number of visitorsby delivering high-quality, enriching experiences

Our actions
1. Identify prospective regional partners for promotions and service delivery
2. Investigate joint branding and promotional opportunities with local partners (inc. College)
3. Identify and host events that promote agricultural education and share Tocal and its stories with the community
4. Grow occupancy rates at existing accommodation facilities
5. Assess opportunities to expand (or supplement) existing accommodation conference capacity on or near the Tocal site
6. Assess agritourism opportunities to complement existing accommodation and service offers
7. Partner with Friends of Tocal and the Tocal Alumni to increase volunteers and expand the roles they can perform

Building our financial sustainability

The Foundation is financially sustainable, generating diverse sources of income and spending them responsibly on our identified priorities

Our actions
1. Pursue joint venture opportunities to increase and diversify revenue that align with our outcomes
2. Assess the preferred future commercial arrangements for the use of existing egg production assets
3. Assess the preferred future delivery arrangements for weddings, functions and events
4. Establish a fundraising program to grow bequests and philanthropic donations to support achievement of Foundation outcomes