



NAFAS STRATEGY “MAKING CHANGES”

The NAFAS Vision, Mission and Values are the foundation on which our strategy will be based. Now that Osbourne House has been sold, we are financially secure and we can start to put plans and budgets in place to take NAFAS forward, and to start to really live our Vision, Mission and Values.

There are a multitude of wants and needs on our Wishlist, but many of these will take time to plan and implement. We know we need to start to make changes as quickly as possible, and that this needs to be done with the backing of all our members.

Our CEO and Trustees will be putting together a business plan and the strategy team will be working on the long-term strategy. We would also like to have a short term (12 month) rolling Action plan, based on our Vision, Mission and Values.

We would like suggestions from across NAFAS that can be actioned easily and quickly to make a difference. Based on how the RHS and WI agree their aims, our plan is to collate the actions by the end of August and to have a members vote via our website with results announced at the AGM.

A suggestion form is being developed and will be circulated after the NAC. Actions need to be big enough to make a difference, yet small enough to be achievable. Each Action will need to have a plan and a lead volunteer, who will be responsible for implementing the action, and measuring success at Club, Area and National levels, along with sharing information details of achievements.

Actions will be prioritised based on achievability, cost and impact. WHAT WILL THESE ACTIONS BE? That's up to you! We would like suggestions from across NAFAS for actions that achieves at least one of our values.

A reminder of Our NAFAS Values

- Ensure a friendly welcome for all, that embraces equality and diversity
- Ensure open and positive behaviours at all times in delivering our goals
- Make full use of the knowledge, energy and commitment of all of our association's members
- Seek positive environmental sustainability in all our activities

Here are some Action suggestions:

Reaching Out:

- Every club to be encouraged to reach out to different groups of people outside their current membership demographics. E.g. approach local groups and provide a basic flower arranging class.
- Promote the well-being and positive impact of flowers.

Charity begins at home:

- Many clubs have fundraising events and donate to charities other than NAFAS. Encourage clubs to instead use monies raised to reflect the NAFAS values and charitable objectives by providing flower arranging classes/gifts for disadvantaged groups/individuals. Use the activity to promote NAFAS clubs by getting local publicity.

Be Kind:

- Develop guidance to include well-being, safeguarding, roles and responsibilities, dealing with bullying, dealing with bad behaviours, meeting etiquette etc.
- Guidance to be used across NAFAS, at all levels and within all disciplines
- Root out bad behaviours:
- Develop a whistle blowing and disciplinary process to be used to deal with (and potentially remove) individuals exhibiting bad behaviours.
- Process to be used across NAFAS, at all levels and within all disciplines

Getting to know you:

- Every club to find out more about their members skills and talents, especially outside of NAFAS. Use the information to include them appropriately and make them better appreciated

Working together:

- Encourage knowledge sharing across NAFAS, between clubs and areas, and across NAFAS disciplines
- Publicise success stories, share information, hold joint events.

Protect the Earth:

- Actively encourage environmentally friendly mechanics in designs at all levels with the goal of removing single use plastics.
- Hold classes to teach alternate mechanics for members, competitors, demonstrators and tutors.
- National committees to provide guidance sheets/how to videos etc.
- Publicise our green credentials.
- Make sure there are 'foam free' classes in competitions at all levels.
- Take away the 'fear' of arranging without foam – if Constance Spry could do those huge designs at the coronation without floral foam, why can't we?

Over to you!

The Strategy Team, July 2022