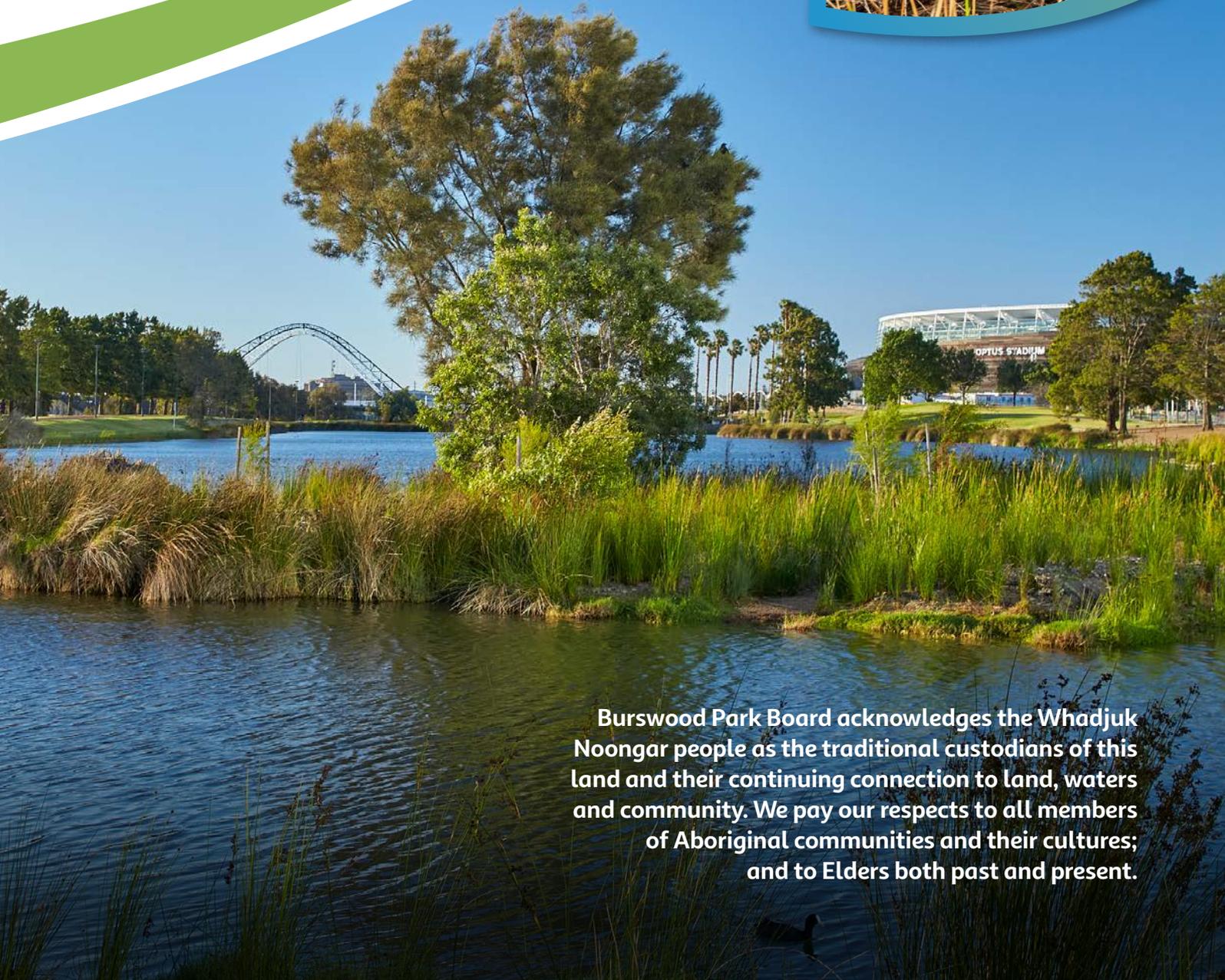




# STRATEGIC DIRECTION 2030



**Burswood Park Board acknowledges the Whadjuk Noongar people as the traditional custodians of this land and their continuing connection to land, waters and community. We pay our respects to all members of Aboriginal communities and their cultures; and to Elders both past and present.**

## WHO WE ARE

**Burswood Park Board** is a Statutory Authority of the Government of Western Australia responsible for the control and management of Burswood Park.

## PURPOSE

We exist to improve, enhance and adapt the Park for the purposes of public recreation, health and enjoyment.

## VISION

A gathering place for shared stories and meaningful connections to land, heritage, culture and each other.

## VALUES

Our Values underpin everything we do and how we do it. They are an integral and important part of us, defining what we believe and how we behave. They are supported by our commitment to ensuring we are **accountable** for our actions and that we behave with **integrity**.

**Passionate**  
**Adaptable**  
**Respectful**  
**Collaborative**

# STRATEGIES



## An activated and vibrant Park, within the boundaries of the Peninsula

**We create opportunities for local, national and international visitors to participate in diverse and unique experiences across the Park and Peninsula.**

- Shape the long-term future of Burswood Park.
- Bring people together to connect to land, heritage, culture and each other.
- A centre of knowledge for truth-telling and shared stories about the history and culture of the Park.
- Enhance customer experiences through innovation and technology.
- Foster strong relationships, trust and confidence with the local community and visitors, our partners and stakeholders.
- Improve the visibility and brand awareness of Burswood Park.



## A safe and sustainable Park

**We protect and enhance our natural assets, biodiversity and parklands to ensure a sustainable future for current and future generations.**

- Consistently maintain quality standards in facilities and park management and presentation.
- Commit to a sustainable future for the Park.
- Protect, conserve and enhance the biodiversity of the Park.
- Prioritise safety and security at the Park, including creating an accessible and inclusive place for people of all abilities.



## A dynamic and responsive organisation

**We value and support our people and are continuously improving our governance and operations.**

- Attract people who align with our values and reflect the community we serve.
- A professional organisation with contemporary and reliable systems that improve our capability and responsiveness.
- Advocate for and promote the Park and the broader Peninsula.
- Optimise funding and partnership opportunities.
- Responsibly manage assets and infrastructure across the Park.



**BURSWOOD PARK BOARD**

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