

GFS Perth Roadmap 2025-2030



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KRA 1: Build, Launch & Establish Friendship Central

Goal: Establish the Friendship Central in Perth's Swan Valley as a vibrant hub for connection, community building, and sustainability-focused activities.

Focus: Create welcoming, flexible spaces with the capacity to deliver our mission — blending hospitality, earth-care, and belonging.

2

KRA 2: Grow the Permaculture Site as a Community Asset

Goal: Transform the Swan Valley site into a visible, working model of regenerative agriculture, education, and connection.

Focus: Build productive garden infrastructure, hands on learning programmes, and income streams that demonstrate sustainable living in action.

3

KRA 3: Build a Purpose-Driven Social Enterprise

Goal: Develop a portfolio of low-input, high-impact ethical delivery models that reflect our mission and support long-term sustainability.

Focus: Launch income-generating offerings — including products, services, experiences, and hireable spaces — with scalable impact.

4

KRA 4: Grow Capacity Through People and Processes

Goal: Strengthen our operations by investing in the people, systems, and structures that power our work.

Focus: Activate a robust membership network, volunteer pathways, and staff support — all underpinned by effective training and digital tools.

5

KRA 5: Strengthen Brand Visibility and Community Engagement

Goal: Increase GFS Perth's visibility and reach by telling compelling stories and growing relationships.

Focus: Use digital media, events, partnerships, and campaigns to raise awareness, engage new audiences, and amplify our impact.

6

KRA 6: Enable, Recognise & Celebrate Friendship

Goal: Make friendship the heart of everything we do, through meaningful encounters, shared rituals, and public celebration.

Focus: Curate programmes, events, and storytelling platforms that reflect the life-changing power of human connection and honour those who bring it to life.

7

KRA7: Honour the Past While Embracing the Future

Goal: Celebrate GFS Perth's 140-year legacy while evolving boldly to meet the needs of today's world.

Focus: Preserve our history through exhibitions and storytelling — while positioning GFS Perth as a future-ready organisation grounded in belonging, inclusion, and creation care.