MASOALA NATIONAL PARK
International Business Plan Initiative

World Parks Congress, Durban, South Africa, 13th September 2003

AGENDA

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Introduction and Overview

Initial Considerations

Why did the park choose to do this?
• To help communicate park activities and future vision.
• To lend support to requests for funding.

What were the expectations?
• To have a document for fundraising and communication.
• That staff would make a better link between perceived activity needs and funding needs.

Were expectations met?
• The document presents current expenditures very clearly and identifies personnel and funding needs.
• The expectations will be met if we receive more funding.

Value of the Masoala Business Plan

As a Communications Tool

Value of the Masoala Business Plan

As a Management Tool

Value of the Masoala Business Plan

As a Financial Planning Tool

Value of the Masoala Business Plan

As a Fundraising Tool

Challenges Encountered

• Budget history hard to establish.
  – Exchange rates vary from year to year and depend on the country providing funding.
– The effects of inflation in the local currency on the overall budget are not easy to calculate.
– Institutions managing Masoala have changed over the past decade, as has the mandate of the park.

Challenges Encountered

• BPI works off of a “Base Year”, which is most applicable to established parks.
• Activity-based accounting has not yet been implemented in Malagasy National Parks.
• Staff often think in terms of indicators based on available resources.
• Difficult to make predictions of future revenues.

Final Thoughts

• The IBPI in Madagascar should align its functional areas and program descriptions with those already used by ANGAP.
• Little new data is presented, but it is presented more clearly.
• The process takes considerable time but should bring many benefits.

What will we do with the plan?

• Use it for fundraising (ANGAP, WCS, Zurich zoo)
• Communicate activities to local, provincial and national government
• Adapt the business plan process of defining standards to include it in our regular (annual and quarterly) planning.