

2015 - 2017

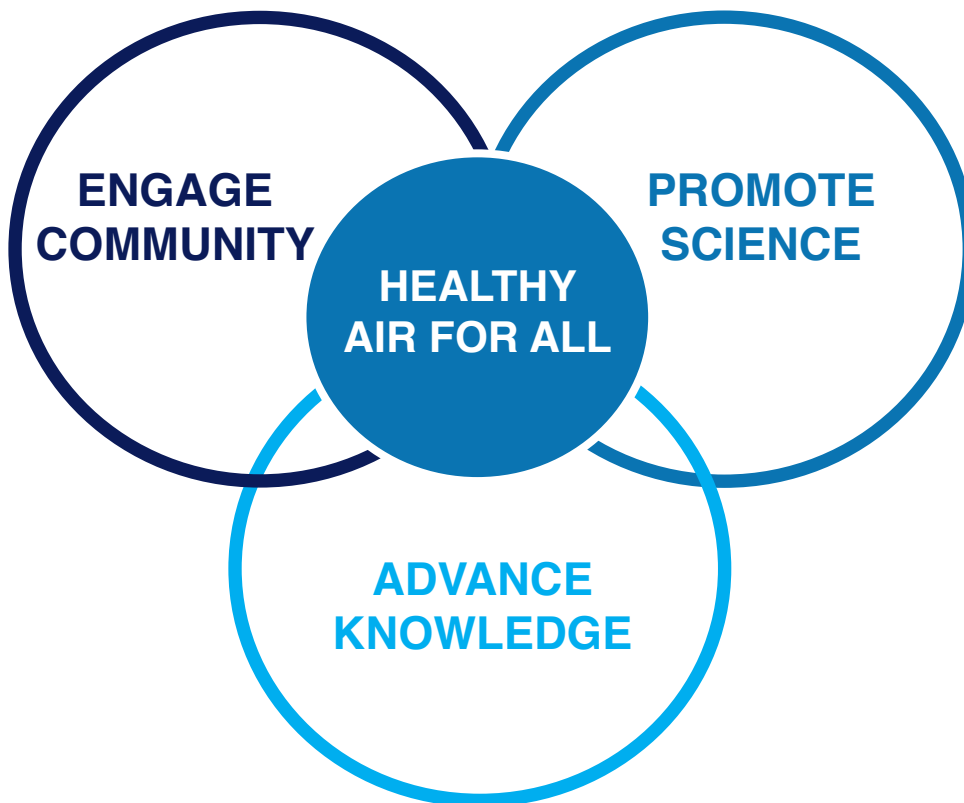
CASANZ Strategic Plan



OUR MISSION

CASANZ is an association of members who have a professional interest in Air Quality. We aim to share knowledge and learning and provide an opportunity to connect and build on collective knowledge.

OUR VISION



KEY GOALS

KEY PERFORMANCE INDICATORS

Grow and retain membership

Deliver member products and services

Financial sustainability

Membership growth and retention

Successful training and events program implementation

Budget on track

High quality staff

High profile through partnerships with agencies, business and other associations

Formalise governance procedures

Staff engaged and members happy

Engagement with members and sponsors

Compliance with good governance

2015 - 2017

CASANZ Strategic Plan



STRATEGIC PLAN DETAILS

KEY GOALS	STRATEGIES	KEY PERFORMANCE MEASURES, REPORTING & ACTIONS	TIME LINE
Grow and Retain Membership	<ul style="list-style-type: none"> • Implement Certified Quality Air Professional status • Review membership value proposition for all member categories • Review Organisation & Sustaining member categories • Develop a marketing campaign for membership • Identify member prospects and include in database • Develop and implement membership pathway for young professionals 	<ul style="list-style-type: none"> • Membership growth – 25% in 2016 • Membership retention – 95% in 2016 • Increase prospects list by 10% per Branch • Identify responsibilities for the goals • Report to Council, Branches, Operations 	<ul style="list-style-type: none"> • January to December 2016
Deliver Member Products and Services	<ul style="list-style-type: none"> • Develop training program for 2015-16 • Develop and implement website upgrade • Develop and implement professional development program for CAQP • Ensure success of biennial conference • Develop partnerships for delivery of training courses • Develop and implement eight 1-day seminars • Develop partnership program (sponsorship) • Improve and develop journal 	<ul style="list-style-type: none"> • Registrations for all training lead to minimum surplus of 25% for large courses and surplus or break even for smaller courses • 80% ongoing retention of CAQP • Four key partnerships per annum • Break even and above for Journal • Increase in website hits • Survey of member satisfaction at 95% 	<ul style="list-style-type: none"> • Full training program developed and launched by 1 August 2016 • Partnerships program 2015-16 • Website upgrade 2016 • Planning for 2017 Conference to commence in 2016

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Financial Stability	<ul style="list-style-type: none"> Develop an overall detailed budget Ensure all events are budgeted Cost analysis of all products and services Invest in product development Develop return-on-investment culture Seek federal and government grants Annual review of membership fees Investigate advantages of Xero vs. MYOB 	<ul style="list-style-type: none"> Plan for balanced budget (or better) by 2016-17 Report actual expenses against planned budget every 3 months 	<ul style="list-style-type: none"> Develop 2016-17 budget by July 2016 Develop costing analysis per product 2016 Implement upgrade of MYOB or Xero in 2016
High Quality Staff	<ul style="list-style-type: none"> Develop and review the workforce requirements to support strategic plan Review work functions and contracts each year Implement a formal recognition program for staff Build effective partnerships with contractors and consultants 	<ul style="list-style-type: none"> Review workload every 3-6 months Annual one-on-one interviews between Executive (President) and staff and contractors 	<ul style="list-style-type: none"> Review workload every 6 months Review contracts annually

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<p>High Profile through Partnerships with Agencies, Business and Other Associations</p>	<ul style="list-style-type: none"> Develop ongoing media strategy Identify government and media spokespeople Develop and maintain federal and state government relations Enhance system for government submissions Collaborate with international air quality associations Create relationships with other like-minded associations Raise the awareness of air quality to local government and community organisations 	<ul style="list-style-type: none"> Number of media articles written about CASANZ Number of invitations by Government to engage Number of time air quality and CASANZ is mentioned in the media 	<ul style="list-style-type: none"> Media program to support conference 2017
<p>Formalise Governance Procedures</p>	<ul style="list-style-type: none"> Develop governance and management systems Amend constitution as required to meet current needs & ensure proper governance Induction program for executive, council, branches and staff Update policies and prepare new ones when needed Develop quality management system 	<ul style="list-style-type: none"> Level of compliance Annual review of governance issues 	<ul style="list-style-type: none"> Annually