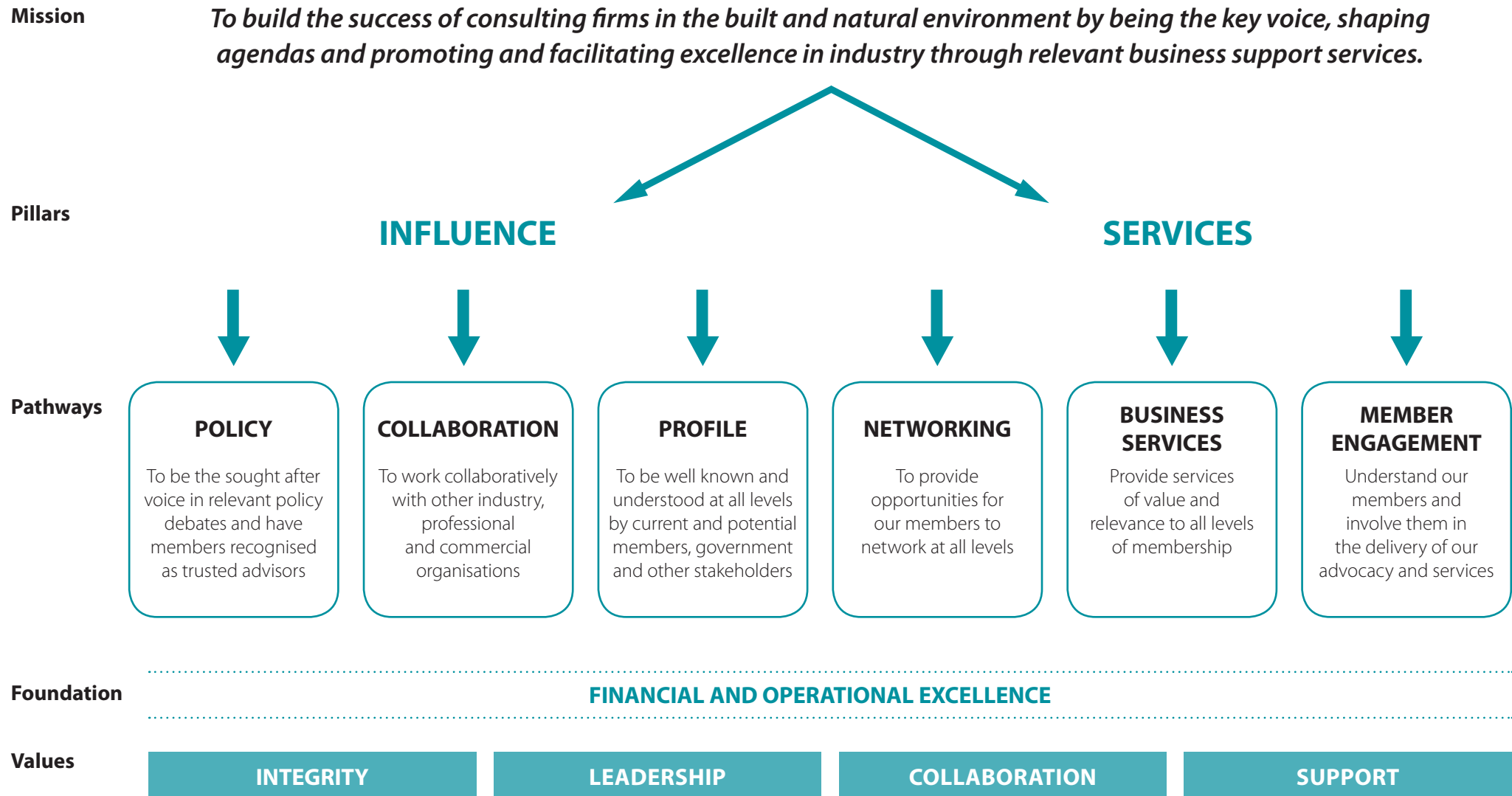


CONSULT AUSTRALIA STRATEGIC PLAN 2016 - 2018



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July 2016

	POLICY	COLLABORATION	PROFILE	NETWORKING	BUSINESS SERVICES	MEMBER ENGAGEMENT
2018/19 GOALS	<ul style="list-style-type: none"> • Be seen as a thought leader and be called on by governments for advice • Strong contribution to relevant policy areas • Demonstrated ability to influence governments at all levels 	<ul style="list-style-type: none"> • Participate actively in relevant peak bodies to further the interests of the industry • Enjoy strong partnerships with a range of relevant professional, industry and commercial organisations as demonstrated through joint marketing, events etc 	<ul style="list-style-type: none"> • Respected and strong brand in the industry and community • High profile CEO and senior staff • Demonstrated brand clarity • Regular inclusion in major print and online media • Strong social media presence 	<ul style="list-style-type: none"> • All commercial events run profitably • Networking opportunities provided for a broad range of staff in member's firms • Opportunities provided for members to network with private and public sector clients 	<ul style="list-style-type: none"> • Broad range of inclusive and add-on services with high levels of uptake • Services assist members run more profitable businesses • All commercial services run profitably • Services protect members industrial and business interests 	<ul style="list-style-type: none"> • 90% retention of members • 80% members participate in at least one CA activity (service/ committee etc) • Members are active advocates of Consult Australia
2015/16 NATIONAL OUTCOMES	<ul style="list-style-type: none"> • Three Thought leadership reports produced and leveraged appropriately • Appropriate responses made to relevant government processes • Develop international policy agenda • Strong relationships developed with Federal government and opposition/minor parties • Strong member satisfaction with policy work as identified in Member Survey 	<ul style="list-style-type: none"> • Active participation in appropriate national and international peak bodies • Improved leverage off the work of peak bodies to support member's business • At least one joint event organised with relevant industry partner • Improve collaboration strategy with Sponsors 	<ul style="list-style-type: none"> • At least 10 mentions p.a. in National print media • CEO/staff sitting on appropriate boards or committees • Speaking engagements secured for CEO/senior staff at 10 high profile events p.a. • Strong social media presence developed by appropriate staff • Website/digital presence and capability upgrade 	<ul style="list-style-type: none"> • Increased participation at ASPAC CEO Conference by 10% (baseline 44) • Diversify firms' entries in Awards by 10% (baseline 23 firms) • Large Firms Forums attended by 70% CEO/MD's 	<ul style="list-style-type: none"> • Run National education courses profitably • Grow uptake of ConsultED • 10% increase in participation in PPS (baseline 34) • Maintain participation in Salaries Survey • Grow ConsultHR 	<ul style="list-style-type: none"> • Broaden and diversify the membership base (baseline 74% engineering) • Number of members' staff in database increased by 10% (baseline 10,830) • Monitor member uptake of services • Established "care plan" for members with little engagement • Achieved 90% retention rates by number of staff (2015/16=97.7%) • Conduct annual large firm engagement review
2015/16 DIVISION OUTCOMES	<ul style="list-style-type: none"> • A range of activities conducted to leverage off thought leadership work • Div. advocacy agendas developed and prosecuted • Strong relationships developed with State government and opposition • Strong relationships developed with key agencies and client groups 	<ul style="list-style-type: none"> • Strong relationships developed with relevant State offices of relevant professional, industry and commercial organisations • Joint events and cross promotion conducted as appropriate • Improve collaboration strategy with Sponsors 	<ul style="list-style-type: none"> • At least 10 mentions p.a. in State print media • Strong brand recognition acknowledged in member firms at various levels as demonstrated through Member Survey • Strong social media presence developed through twitter/ LinkedIn 	<ul style="list-style-type: none"> • Networking opportunities provided for a broad range on staff in member's firms at least quarterly • Increased attendance at State CA events by 5-10% (indiv. baselines) • Increased attendance at FutureNet events by 5-10% (indiv. baselines) 	<ul style="list-style-type: none"> • FutureNet/FNBL developed as appropriate (indiv. baselines) • Actively promoted and encouraged uptake of key services 	<ul style="list-style-type: none"> • Established appropriate committees structures (market based) to deepen engagement • Ensured all members have at least one interaction with CA • Conduct annual medium firm engagement review and develop strategy