

2016 – 2019 “One Page” Strategic Plan



What do we want to be (Our Future)

To be the leading body for business development, for our member community.

What do we do? (Our Purpose)

We provide meaningful business growth opportunities.

What Will We Look Like in 2019?

- a) We will be recognised as a Peak Body from everyone's view.
- b) We will be financially sustainable
- c) We will have 120 members and membership of the LTVTA is sought after.
- d) We will have expanded coverage of membership geography.
- e) We will be working collaboratively with other LTA's.

Core Business Strategy 2016 – 2019

- Build our recognition as a Peak Body from within and outside the industry.
- To become financially sustainable.
- To build our membership to 120 members.
- Promote LTVTA and its benefits where membership of the LTVTA is sought after.
- Maintain relationships with key strategic partners including, our RTO, our three regional councils and TICT.

Key Initiatives for 2016-2019

- A review of LTVTA Rules of Association to modernize and prepare the Association for the coming years.
- Establish the LTVTA as a “voice” within the sector and beyond including an internet presence.
- Review financial accounting to include both 12 months/five year forecasts, including a move to accrual accounting.
- Grow Membership with the aim of tripling membership in three years.
- Secure sponsorship and / or funding to support LTVTA's activities.