**BACKGROUND TO THIS PLAN**

On 14th May, the Master Plumbers ACT Board met to discuss the strategic plan for the organisation over the next 2 years. The Board Directors were all in agreement that a focussed strategic plan that set the direction for the next 1 year was essential for the following reasons:

* Diminishing funds
* New Executive Officer
* General dissatisfaction amongst our members and partners
* Changing environment of growing irrelevance of associations in general

To “set the scene” the Directors and EO:

1. Reviewed the existing Mission, Vision and Objects of the organisation - *“Is what we’re doing supporting the organisation’s mandate*”? It was agreed that the Objects, as reflected in the Mission, formed a sound basis and test for future activities and key priorities outlined in the Strategic Plan. However it was felt that the Vision Statement should be revised to reflect the organisation’s increased focus on environmental sustainability and community health and safety.

*“To be recognised as the leading Association of plumbing, drainage and gas-fitting businesses, dedicated to professional training, industry leadership and ethical standards in the interests of public health, safety and environmental sustainability in the ACT.”*

1. Held a Brainstorming session about the role of the organisation including a SWOT analysis **See Appendix A**
2. Conducted a comprehensive “audit” and review of the organisation’s activities measured against the Objects of the Association. This helped revise areas requiring improvement and to prioritise those with a high or medium priority. – **See Appendix B**

**KEY PRIORITIES**

The activities outlined in Appendix B are those the Board has agreed fulfil the object and revised vision of the organisation. Taking into account these activities as well as the messages arising from the Brainstorm, the following were identified as key focus areas for the next 12 months:

1. Investigate projects for possible implementation that develop future work opportunities for Master Plumbers ACT members and enhance the organisation’s reputation:

* Backflow Prevention
* CPD Points for Training
* Waterwise for commercial bodies
* Reduction in gas installations
* New opportunities that may arise

1. Through improved communication, PR activities, and engagement, raise the profile and promote the reputation of Master Plumbers ACT with:

* The plumbing community
* Broader ACT community
* ACT Govt & other stakeholders

1. Maintain and improve relationships with Business Partners

* Service existing partners
* Explore opportunities for select high level partners

1. Develop reasons for plumbers to stay / become members

* Provision of accessible, useful information
* Events that meet their needs including professional development
* Strengthening of MPA brand

1. Policy issues that will be of key focus

* Range of licencing issues
* Backflow prevention
* “No gas” policy

**MONITORING THE PLAN**

* The EO’s monthly report will be reviewed by the Board against this plan – ie the question will be asked – are current activities in line with the revised vision and Key Priorities of this plan?
* Each Board meeting will also ask the question – “Have our key priorities changed”?
* A thorough review will be conducted in 12 months from now (June 2019) to measure success or improvement to see if plan to needs to be changed for 2020.

**MEASURING THE PLAN**

* Increase in income – either through sponsorship, government grants, or project development
* Increased membership
* Increased attendance at events
* Significant milestone/s achieved on project development