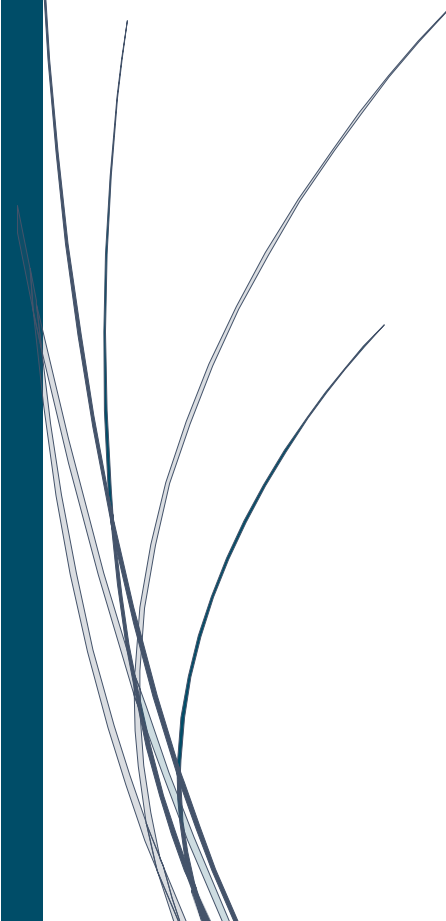




Local Government
Professionals
A U S T R A L I A T A S

Strategic Plan

2022 - 2025



Local Government Professionals Tasmania

Strategic Plan 2022– 2025

Our Vision:

That Local Government employees are supported and have a voice on local government issues

Our Purpose:

We are:

- A member focused organisation and our members are actively engaged and belong to a strong member community
- A leading, cohesive, professional organisation which is nationally recognised with a strong and unified identity
- The peak voice for employees within the Tasmanian Local Government sector and a leading advisor to our many stakeholders
- Sustainable with strong governance structures that provide a secure future allowing us to be a first-choice partner to support Local Government employees

Our Values

Professionalism

We operate within best practice and lead by example to our members and federation partners

Collaboration

We are committed to sharing ideas and developing partnerships for the benefit of our members and the Local Government sector

Diversity

We welcome, value and respect diversity amongst our members, staff, Board members and partners

Integrity

We are ethical, trustworthy and free from bias in all that we do

Monitoring and review

To operationalise this Strategic Plan, an action plan will be prepared annually.

Progress towards achieving the Strategic Plan be reviewed at each Board meeting. A report will be provided annually on the progress and will be provided to members at the Annual General Meeting.



Goal 1: A member-focused organisation

Strategy	Key Actions
1. Engage with members	<ol style="list-style-type: none"> 1. Undertake a member analysis – who are our members 2. Gain an understanding of what members value and what are the issues that matter to them 3. Review and enhance member communications, including embracing digital technology 4. Continually review and improve our offerings by seeking member feedback on all activities 5. Develop strategies to engage with potential new members
2. Enhance member value proposition	<ol style="list-style-type: none"> 1. Clearly define membership benefits based on member feedback 2. Seek corporate partnerships for the offering of member benefits in addition to those offered by the organisation 3. Differentiate our role from that of competing professional organisations 4. Develop a marketing strategy to better promote the value of membership
3. Develop a strategic program of professional events and activities to meet member needs	<ol style="list-style-type: none"> 1. Develop an annual program and event calendar 2. Subject to ongoing review, deliver on the organisation's core products and services including: <ul style="list-style-type: none"> • Management Excellence Awards • Annual Conference • Seminars and Networking Groups 3. Seek collaboration with National Office and other sector organisations to maximise program opportunities for members
4. Offer and/or promote professional development opportunities which support career development	<ol style="list-style-type: none"> 1. Subject to ongoing review, deliver: <ul style="list-style-type: none"> • Emerging Leaders Program (biennially) • Australasian Management Challenge • Other programs as agreed by the Board. 2. Keep members informed of relevant formal training and other professional development opportunities



Goal 2: To be a valued and respected voice in local government

Strategy	Key Actions
1. Establish strong Brand recognition	<ol style="list-style-type: none"> 1. Develop a marketing and public relations strategy, including establishing ways of working with media
2. Establish mutually beneficial partnerships and relationships	<ol style="list-style-type: none"> 1. Develop a stakeholder relationship management plan 2. Continue to actively engage with councils and General Managers 3. Review agreements and ways of working with key sector organisations including LGAT, Office of Local Government (State Government), other professional organisations
3. Influence policy that impacts on our members	<ol style="list-style-type: none"> 1. Identify issues of importance to members on which we will undertake an advocacy role 2. Actively seek to be part of decision-making processes that affect our members and the sector 3. As required, develop policy positions and statements based on credible research and/or member input. 4. Ensure mechanisms are in place for members to raise issues that require a position statement from LG Professionals Tasmania



Goal 3: To be well-governed and sustainable

Strategy	Key Actions
1. Retain and grow membership and sponsor partners	<ol style="list-style-type: none"> 1. Prioritise engagement and delivery of value with existing and potential members, as outlined in Goal 1. 2. Evaluate current sponsorship arrangements 3. Develop and manage a sponsorship program each year clearly articulating and delivering on sponsor benefits
2. Improve Board effectiveness	<ol style="list-style-type: none"> 1. Introduce an effective induction process for newly elected Board Members 2. Undertake an annual review of Board effectiveness 3. Enhance diversity in line with a diversity statement
3. Establish appropriate governance structure for organisation of our size	<ol style="list-style-type: none"> 1. Develop and regularly review organisational policies and operational processes to ensure their ongoing effectiveness and efficiency 2. Identify, document, and manage risks through the implementation of a risk register 3. Review Branch structure / operations and provide support to energise Branch participation
4. Manage and support LG Pro staff and contractors	<ol style="list-style-type: none"> 1. Provide a safe workplace 2. Ensure appropriate digital infrastructure/resources to retain critical knowledge within the organisation 3. Clarify the role of the Executive Officer and: <ul style="list-style-type: none"> • Increase use of Board members as the 'voice' of the organisation • Pursue opportunities to 'outsource' non-core project work where appropriate



5.Ensure financial resources are sufficient to deliver our strategic objectives

1. Maximise revenue from major events and activities and seek to secure grant funding for projects where appropriate
2. Manage costs and seek to operate 'leanly' and reduce unnecessary expenditure
3. Seek to grow reserves through appropriate investment
4. Retain and grow sponsorship income through relationship management and mutually beneficial agreements

