

CMAA Strategic Plan Update

Our goal is relevance.....Our strategy is how we attain it

The Federal Executive, Federal Council and management convened in July at the mid-year conference to determine the Association’s strategic plan for the next three years.

The strategic plan’s purpose is to give all members and management clear direction in the way to achieve significant goals that will enhance both the value the Association provides to members and the foundation on which to build a sustainable and financially sound organisation going into the future.

The Plan has three strategic priorities:

Membership Training & Professional Development Industrial Representation

Acknowledging that ‘one size does not fit all’, the emphasis of the Plan will be to assist members at various stages of their careers with appropriate products and services that are more relevant to them as they move through the ranks of management and as they mature.

CMAA’s Partnership with you from “Ascension to Management to Pension”

Career Timeline

Staff Supervisor Duty Manager Senior DM Dept. Manager Asst. Manager Secretary Manager

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Each of the three strategic priorities has key areas of action that are underpinned by dedicated strategies and tactics that are **SMART**: **S**pecific **M**easurable **A**ttainable **R**elevant **T**ime-bound. A helicopter view of these key areas of action are summarised in the table below;

Membership <i>myassociation</i>	Training & Professional Development <i>mycareerpath</i>	Industrial Representation <i>myrepresentation</i>
Focus on 3 key areas of action Communication <i>my</i> branding & information packs Membership Collateral Database, targeting & benefits Member Acquisition Member Get Member & CMDA Affiliate recruitment campaigns	Focus on 5 key areas of action Innovation What Why How When Students Why study & access to study Compliance Ongoing RTO certification Brand CMDA vs Generalist brand Partnerships & Alliances Sponsors, Associations & Universities	Focus on 3 key areas of action Representation Communicate IR benefits for members & expand IR people resources Legislation & Compliance Corporate Governance practices Innovation Create IR resources, education and events

The Federal Executive, Federal Council and management are committed to making sure that the strategic plan is implemented, monitored and developed. Most importantly communication of the strategic plan’s progress will be regularly reported on to members at zone meetings, via CMAA media and at any member’s behest. The Club Managers’ Association Australia is a vibrant and significant collegial body and is the only association in the club industry that truly represents individual managers rather than organisations.

Members can contact Ralph Kober CMAA Executive Officer to discuss any aspect of the CMAA Strategic Plan via E: ralph@cmaa.asn.au P: (02) 97464199 M: 0418963057