

INTERNATIONAL SOCIETY OF ARBORICULTURE AUSTRALIAN CHAPTER STRATEGIC PLAN 2000/1

The following is the amended Strategic Plan which takes into account comments and suggestions from many members of the Chapter during 1998 and 1999. It is still a draft and so comments from all ISA members would be welcomed.

SHORT-TERM STRATEGY AND GOALS

- Aim to increase membership by 100 members per year, with the aim of establishing a membership base of 300 by the year 2001, and a membership base of 500 by the year 2005.
- Actively recruit student members, who are full-time students from post-secondary training and education institutions and where possible develop a fostering or mentoring scheme between student and industry members. This requires a state-based approach and procedure.
- Run a two-day ISA conference, with a minimum of 300 participants in 2000, 2001 and 2002. The proceedings would be formally published as part of the Australian Chapter's communication and service to members.
- Conduct an annual climbing championship in association with the ISA Australian Chapter conference, the winner of which would become the Australian representative at the ISA International Championships. The ISA Australian Chapter would support, or seek sponsorship for the attendance of the Australian representative at the championships.
- Establish a professional infrastructure for the Australian Chapter which would see the establishment of an ISA office, with a paid and professional secretariat and treasury which would meet the needs of the Chapter and its members.
- Seek appropriate sponsorship that will provide the ISAA with a sound financial footing that will allow it to meet its goals and objectives.
- Provide a newsletter to all members at least four times per year (and preferably bi-monthly) for the period 2000 to 2002. The newsletter would be a minimum of 4 pages, and be of high quality in its presentation and content. Explore the possibility of publishing the newsletter in association with a commercial publisher.
- Develop a close working relationship with the ISA New Zealand Chapter. Co-ordinate the timing of our conferences and where possible climbing championships. Attempt to share the costs of bringing overseas experts to both Australia and New Zealand for various conferences. It may be worth developing an Asian-Pacific regional approach to the climbing championship.
- Establish a solid financial framework, which will allow the ISA Australian Chapter to successfully promote its ideals, and sponsor activities that allow it to fulfil these ideals. It is essential that we develop a proper budget and determine our overheads and fixed costs, as well as devising means of increasing funds to the Chapter.

- Develop a comprehensive approach to the issues of certification, training and education.
- Foster the ISA Australian Chapter's links with relevant research agencies in both the government and industry sectors, in an effort to ensure that arboriculture gets its rightful share of Australian research funding.
- Develop good working relationships with other professional bodies and associations that have positive links with arboricultural activities, and which share some of the ISA Australian Chapter's core values.
- Encourage the development of local and regional groups of the ISA Australian Chapter members. Such groups would be encouraged to meet regularly and to conduct seminar and workshops relevant to the needs of their locations.

MEDIUM TO LONG-TERM STRATEGIES AND GOALS

- Increase membership by at least 10% per year from the year 2001 to 2010.
- Successfully bid to host the ISA International Conference in the new millennium. This would require an ISAA membership of at least 650, and would need to attract at least 1000 overseas delegates. A joint bid with the NZ ISA may prove successful.
- Attempt to establish a quality journal which services Australian arboriculture. This may be achieved by working with a private and commercial publisher or by securing rights with an existing journal publication for an ISA research section.
- Develop a research fund which will enable research projects in topics related to Australian arboriculture to be undertaken at recognised Australian universities and research centres. It is probable that the fund would be best administered by the ISA Research Trust but with monies exclusively distributed for Australian projects.
- Develop strong links with industry, which would foster industries' relationships with the Chapter and encourage sponsorship of Chapter events and activities.
- Target sources of funding that will foster and assist the Australian Chapter's pursuit of its core values, objectives and strategies, and which would reduce the financial demand on members.
- Become the recognised professional body for Australian arboriculture such that the ISA Australian Chapter would be seen as representing Australian arboriculture, and representing the views of Australian arboriculture to government and other interested bodies.
- Establish proper media liaison so that the views of the ISA become prominent in professional social and political events. The media role should be recognised at executive committee level.

Members of the Australian Chapter are invited to comment upon and contribute to the improvement of this document.