



## Business Plan 2005

Goal	How to achieve the goal	Timeline
Profitable ISAAC Conference 2005		
ATCC 2005 new format to be delivered to state-based organisations.	Completion of TCC protocol; liaison with state groups.	March 31, 2005
Australianise consumer information brochures.		
Improve presentation, content and regularity of The Bark.	Add colour; more technical; a state information page; display sponsors in every issue; surveys; points of interest; more contributions from board and members.	First issue at end of March, then every quarter. Deadlines 3 weeks prior.
Representation on Standards Australia committees.	Seek invitation from Standards Australia.	ASAP
ISA Certified Arborist program growth.	Re-certification discount for chapter members; run minimum of six exams in four states.	AGM 2005
Continued membership growth: achieve 350 members.	Offer members services; promote insurance scheme.	AGM
Produce ISAAC membership cards; local mail-out of ISA membership cards.	Liaise with ISA.	April 2005
Complete ISAAC protocols.	Review existing protocols and allocate board members to complete them.	AGM
Produce the 2005/2006 budget.		June 30, 2005
Promote the National Arboriculture Forum (NAF)	ISAAC to actively drive NAF.	AGM
Promote a National Local Government Association	Host first national meeting at 2005 ISAAC conference.	AGM
Establish internet online shopping for ISAAC events and merchandise.	Purchase and set-up software.	April 2005