

ISAAC Business Plan 2006-2011

Goals, requirements and programs

Goals

- Singapore Asia Pacific Leadership Workshop 2007
- Asia Pacific Conference 2008 (Brisbane)
- ISA International Conference 2011 (Brisbane)
- Finalise Policy Manual & Procedures

Requirements

- Continuity
- Increase membership fee
- Increase profits (surpluses)
- Resources – HR, finance
- Office relocation/location
- Reduce volunteer time – increase staff time

Programs

- Administration – contract service to other organisations
- Merchandise – not a good income stream, discontinue other than special items e.g. conference
- Workshops / seminars – other than conference related
- State groups – NAAA, QAA, SASA, TGWA, NZAA
- Special Interest Subcommittees – WOTT, VTIO
- Servicing Asia Pacific Region
- Website – online shop
- ISA – regional office – funding
- Membership growth – 800 by 2011
- Direct marketing – Councils – 25% current membership
- Certification – Utility Tree Worker
- Insurance scheme – equipment, PI, PL
- WOTT
- Trauma Fund
- Professional affiliates

5 key prioritised goals by 2011

1. Professional operation
2. 1000 Members
3. Public relations
4. 500 ISA Certified Arborists
5. Research Program

Key drivers/requirements to reach goals

Operations

Insurance – research markets

Office days

Conference Coordinator

Staff – procedures and upskilling

Procedures

The Bark

SIS – contingency plan for state group failure/merger

Marketing

Member list

700 members

Plan

Outreach

Events

Conference 2006/7/8

Singapore 2007

Tree Climbing Championships

Arbor Camp

Education

Workshops

Certification

Research Fund

ISAAC Business Plan 2006-2011

Achieving the 5 key prioritised goals by 2011

1. Professional operation

- Executive Director
- Reduced volunteer time
- Quality service
- Produce journal
- Increase income/margins/streams

2. 1000 Members

- Income
- Types of membership & their margins
- Services
- Listings
- Referral service

3. Public relations

- Media presence
- Public presence
- Education material
- Professional recognition -
- Industry affiliations

4. 500 ISA Certified Arborists

- Sell it – pay someone?
- CEUs
- Increase categories
- Increase income
- Seminars/education
- Exams
- Links to education/National Qualifications Framework

5. Research Program

- Australian Treefund
- Institutional relationships
- Income
- Dissemination

2006-2008 Business Plan

- Conference Coordinator – build role +\$10k – spread convenor load
- Certification Coordinator – build certification – business plan
- Arbor Camp 2007 – NSW
- TCCs – the future
- Insurance Scheme
- Marketing plan
 - Services
 - training/workshops
 - Community outreach
 - Arbor Day
 - Local Government
- Singapore 2007
- 4 day office
- SIS support and operation
- 700 members 20% growth p.a.
- Member list
- Conferences 2006/7/8
- Finalise procedures
- Research fund