

TOURISM NETWORK YARRA VALLEY ACTION PLAN 2018 – 2019

Key Result Area 1: Sustainability Secure sufficient resources to ensure a viable organisation into the future

Priority Goals:

- Create a Membership Growth Strategy
- Explore and pursue income opportunities
- Share member profiles

Goal	Strategies	Responsibility	Due date
Inform members of who we are and what we do for the tourism industry	Define and develop a catchy, clear and concise document or video to describe who we are and what we do	Committee	
	Develop a hard copy membership application instruction form / postcard	Finance & Membership	
Inform members and potential members about the advantages of TNYV membership	Give members the opportunity to promote their business through TNYV networking events, conferences, newsletters and website	Communication	
	Add member testimonials to website and on social media to attract new members	Communication	
	Market events to non-members via social media	Communication	
Create and implement professional membership process	Develop a checklist to make membership enrolment process easy and welcoming	Finance & Membership	
	Use online communication instead of mail out to welcome new members		
	Encourage current and new members to join Facebook groups	Communication	
	Change administrator of TNYV Facebook pages to current committee member	Communication	
	Research membership processes and fees of other tourism networks	Committee	
Plan handover meetings for office bearers	Ensure outgoing committee members have a scheduled handover meeting prior to new member taking up position	Finance & Membership	

Key Result Area 2: Service to members Provide services that are useful, of interest, and which meet the needs of members

Priority Goals:

- Ensure members are provided with quality education
- Provide members with quality networking events
- Deliver a quality regular member newsletter

Goal	Strategies	Responsibility	Due date
Deliver a high quality annual educational forum for TNYV members	Survey members to find out their needs and expectations via survey monkey	Conference	
	Ensure adequate communications with members on event info - plenty of notice, advertising, notification by phone, newsletter and social media	Communication	
Provide quality networking events for TNYV members	Run pub nights monthly and inform members via newsletter, website, social media and text	Networking Events	
	Encourage new members to come to TNYV networking events through social media	Networking Events / Comm.	
Deliver a high quality member newsletter twice quarterly	Committee to support newsletter by providing content by due date	Committee	
	Run a newsletter agenda item on every committee meeting agenda and confirm deadline for content	Committee	
	Capitalise on member experience and knowledge and pass on via newsletter	Committee	
	New members to receive latest newsletter with welcome email package	Finance & Membership/ Communication	
Profile Members businesses	New members invited to submit 250 word profile and picture for newsletter	Finance & Membership/ Communication	
	Add business profiles to TNYV website in point form and link to the business's own web page	Communication	

Key Result Area 3: Raising our profile Ensure members are aware of the priorities and activities of the organisation

Priority Goals:

- Share the organisation’s Strategic Plan and Action Plan widely
- Provide an annual scholarship locally to support study in tourism
- Communicate effectively using social media

Goal	Strategies	Responsibility	Due date
Develop a media strategy	Make members and non-members aware of our organisation through website, media releases, social media and regular contact with journalists	Committee	
	Work on Facebook pages to make them easier to manage and more accessible to current and prospective members	Communication	
	Review website	Communication	
	Maintain relationship with Yarra Ranges Business	Communication	
Education	Conference training day	Conference	
	Keep up to date with changing tourism trends	Committee	
	Seek training opportunities to do with new technologies relevant to tourism	Committee	
	Share understanding of businesses like Uber and Airbnb	Committee	
Provide an annual TNYV scholarship locally to support study in tourism	Direct scholarship to local schools in the Yarra valley	Committee	
	Plan a timeline for awards and scholarships at April committee meeting	Committee	