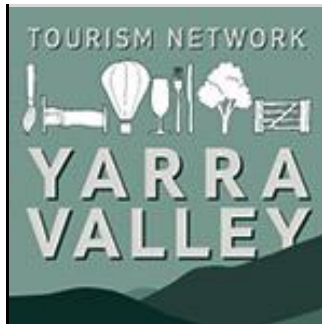


# TNYV STRATEGIC PLAN SUMMARY 2016-2019



## OUR VISION:

*A tourism industry in the Yarra Valley that is diverse, prosperous, sustainable and innovative*

## OUR MISSION:

*To encourage, facilitate and empower our fellow industry participants to improve, grow and contribute to the local tourism industry*

## STRATEGIC DIRECTION- *Sustainability, Service to members, Raising our profile*

### KEY RESULT AREAS

Securing sufficient human and financial resources to ensure a viable organisation into the future

Providing services that are useful, of interest, and which meet the needs of members

Ensuring stakeholders are aware of the priorities and activities of the organisation

### PRIORITY GOALS

- Develop a Committee of Management Charter
- Create a Membership Growth Strategy
- Explore and pursue applicable grant opportunities
- Engage a part time Executive Officer
  
- Ensure members are provided with high quality Educational Forums
- Provide members with quality Networking Events
- Deliver a high quality regular Member Newsletter
- Produce a quality periodical Compendium profiling member businesses
  
- Share the organisation's Strategic Plan and Action Plan widely
- Provide an Annual Scholarship to support study locally in the area of tourism
- Engage effectively with the media

### OUR VALUES:

*\*Industry Advocacy \*Leadership \*Networking \*Openness and Accountability  
\*Valuing our Environment \*Innovation*