



# EIANZ – SEQ Division

## Strategic Plan

2016/2017

Environment Institute  
of Australia and  
New Zealand Inc.

### Purpose of the Strategic Plan

To have a short and articulate plan explaining where the 2016 Committee will be putting their energy in the next 12-18 months.

### Factors considered in preparing this plan

- There is a large amount of employment movement within the sector
- Sponsorship funds are difficult to obtain and sponsors are looking for more than a logo on the website
- Depressed economy of Queensland and Nationally, company downsizing, reduction/withdrawal of professional development for staff.
- The 2016 conference should be considered an activity of the SEQ Division
- There are three big years coming up with:
  - 2016 EIANZ Annual Conference
  - 2017 World Science Fair
  - 2018 IAIA International Congress
- More members are not renewing than joining
- Email reminders for membership are not enough
- The 5 pillars of the EIANZ Corporate Plan
- Committee members are volunteers and need to be realistic about the amount of time that can be dedicated.

### New ideas to pursue in the next 18 months

- Mentoring
- Trivia Night
- Facebook photo/video Competition – what I do as a practitioner
- Social media campaign including software to manage (ie Hootsuite)
- Staff CPD, CV and/or contract reviews
- Offer tender interpretations for companies
- Review 457 visa applications
- Offer to review documents for government/companies as a non-competitive party
- Partner with other organisations to run personal development events
- Working with Qld Government to progress CEnvP as a qualification for an SQP
- Increase engagement with companies, universities, HSE managers and members

### 5 Pillars of the corporate plan

1. Representing the profession
2. Supporting members
3. Advancing professional practice
4. Connecting practitioners
5. Leading the profession

## Key Performance Indicators for the SEQ Division

No	KPI	Date range	Pillar Relevance
1	Acquire 300 new members	1/1/16 – 30/6/17	1, 3, 4, 5
2	Have a minimum of 80% of our members renew	1/1/16 – 30/6/17	1, 3, 4, 5
3	Engage with 5% of our members in a volunteer capacity (committee, sub committee, CO, conference etc)	1/1/16 - 30/6/17	1, 2, 4
4	Nominate 4 members for upgrade to Fellow level	1/1/16 - 30/6/17	2, 5
5	Run at least 12 professional development events	1/1/16 – 30/6/17	2, 3, 4, 5
6	Hold at least 4 Webinars (may be in conjunction with CO)	1/1/16 - 30/6/17	2, 3, 4, 5
7	Hold at least 5 quarterly networking functions	1/1/16 - 30/6/17	2, 4
8	Have at least 200 attendees at the 2016 conference	3/11/17	2
9	Respond to at least 5 government policy submissions	1/1/16 - 30/6/17	1, 3, 5
10	Have equity of at least \$40k	By 30/6/17	2
11	Talk to the students at UQ, USC, Griffith and USQ to explain about EIANZ	1/1/16 - 30/6/17	1, 4, 5
12	Have a representative at UQ, USC, Griffith and USQ	1/1/16 - 30/6/17	1, 2, 5
13	Have a minimum of 1200 likes on our facebook page	1/1/16 - 30/6/17	2, 4
14	Meet with at least 15 major organisations to discuss EIANZ	1/1/16 - 30/6/17	1, 3
15	Meet with Queensland Government a minimum of 4 times	1/1/16 - 30/6/17	1, 3, 5
16	Meet with our Partners at least twice	1/1/16 - 30/6/17	1, 3, 5
17	President to meet face to face with the Secretariat at least twice to discuss performance and scope of works	1/1/16 - 30/6/17	2
18	Network with other Divisions to share knowledge	1/1/16-30/6/17	2
19	Continue excellent working relationship with Central Office	1/1/16-30/6/17	2
20	Achieve at least 2 tasks from the new ideas list	By 30/6/17	1, 2, 3, 4, 5

## Reporting

- Report on KPI progress in monthly Secretariat Report
- Report on membership numbers in monthly Secretariat Report
- Monthly financial reports
- Monthly Conference progress reports
- Facebook/Website activity reports as required