

# TOURISM NETWORK YARRA VALLEY ACTION PLAN 2021 – 2022

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

## Priority Goals:

- Create a Membership Growth Strategy
- Sponsorship & grants
- Share member profiles

Goal	Strategies	Responsibility	Due
Inform members and potential members who we are and what we do for the tourism industry	Continue to provide members and prospective members with a website that describes who we are and what we do – distribute to prospective members	Committee	
	Provide digital membership application to new members & renewing members Postcards to be handed out to prospective members at networking outside TNYV	Finance & M'ship	
Inform members and potential members about the advantages of TNYV membership	Continue to give members the opportunity to promote their business through TNYV networking events, conferences, newsletters and website profiles	Communication	
	Add member testimonials to website and on social media to attract new members	Communication	
	Continue to market events to non-members via social media sponsored ads & MGL database	Communication	
	Actively invite prospective member businesses personally through word of mouth	Committee	
Create and implement professional membership process	Continue to use online communication instead of mail outs to welcome new members	Finance & M'ship	
	Encourage current and new members to join Facebook groups	Finance & M'ship	
	Update administrators of TNYV Facebook pages to current committee members	Communication	
	Keep track of other local organisation membership fee structures and processes to ensure TNYV is accessible & value for money	Communication	
	Develop succession planning for outgoing committee members & implement by September - discuss viability of 10 or 12 committee members	Finance & M'ship	
Sustainability of the Committee	Ensure outgoing Executive committee members have a scheduled handover meeting prior to new member taking up position	Executive Committee	

	Invite & encourage members who are not on the committee to join sub-committee groups eg. the conference or networking sub-committee	Committee	
	Encourage the attendance of committee members at meetings by using a combination of face to face and virtual meetings each month	Committee	

**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
Deliver a high quality annual educational forum for TNYV members	Survey members to find out their needs and expectations via survey monkey and in person at networking events	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 or networking breakfasts 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 & direct email	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 & M'ship / Comm.	
Profile Members businesses	New members invited to submit short profile and picture for newsletter	Communication	
	Add business profiles to TNYV website with a photo and short profile with a link to the business's own web page	Communication	

**Key Result Area 3: Communication** 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 our website, media releases, social media and regular contact with journalists	Committee	
	Work on Facebook & Instagram pages to make them easier to manage and more accessible to current and prospective members	Communication	
	Maintain relationship with Yarra Ranges Business for event promotions for both TNYV and YRB	Communication	
	Continue to deliver an informative & educational annual Conference, ensuring a diverse profile of speakers to cover all areas of Tourism	Conference	
Education	Keep up to date with changing tourism trends through Yarra Ranges Tourism and Visit Victoria	Committee	
	Seek training opportunities relevant to tourism through YRB, YRT & YRC	Committee	
	Provide a direct scholarship of \$1000 annually to a local school in the Yarra Valley to encourage the continuing development of Tourism in the area	Committee	
Provide an annual TNYV scholarship locally to support study in tourism	Plan a timeline for scholarships at May committee meeting	Committee	
	Review the annual award criteria by August and encourage members to nominate by the October committee meeting in preparation for presentation at the November AGM	Committee	
Annual TNYV award	Circulate award criteria to members in September for committee review & selection prior to AGM in November	Communication	