

AILA Strategy 2015-2020
ACT Chapter Strategic Implementation Plan 2015-16 to 2016-17

This ACT Strategic Implementation Plan has been developed from contributions by ACT members and the ACT Chapter Executive in the second half of 2015. This Plan is to be reviewed in June 2016.

1. Membership growth	
target: 80% retention rate and 10% growth	
STRATEGIES	OPERATIONAL IMPLEMENTATION ACTIONS
Restructure membership	<ul style="list-style-type: none"> • Provide pathway(s) for membership by ACT Government employees who are or could be eligible, through National Office initiatives.
AILA Fresh	<ul style="list-style-type: none"> • Members engage with AILA Fresh through joint calendar of events. • AILA Fresh representative on Chapter Executive Committee. • ACT Chapter sponsor 1 social event per year with AILA Fresh.
CPD and events program	<ul style="list-style-type: none"> • At least 4 CPD event per year on topics desired by members. • At least 2 social events per year for all members.
Support for practises	<ul style="list-style-type: none"> • Establish an ACT web on-line practise forum for confidential sharing of issues and ideas.
University accreditation	<ul style="list-style-type: none"> • Provide support to University of Canberra Landscape school through casual support with guest tutors, assessors, lecturers. • Participation by RLAs in careers expos arranged by others
Member communications	<ul style="list-style-type: none"> • Fortnightly newsletter and e alert for other urgent communications. • Establish committee for ACT Government advocacy. • Establish Awards Committee. • Establish Festival Fringe Committee.

2. Profile building	
target: growth in ACT media coverage and engagement of AILA initiated by others	
STRATEGIES	OPERATIONAL IMPLEMENTATION ACTIONS
Annual awards	<ul style="list-style-type: none"> • Deliver ACT awards every year with event focussed on media exposure. • Consider introducing a Chief Ministers award.
Thought leadership events	<ul style="list-style-type: none"> • Reinstate the annual Margaret Hendry lecture with a speaker on landscape or related topic, with invitation to wide audience and with media coverage. • Undertake 2x per year a Presidents lunch, subsidised and for Members only, with invited high profile speaker and Presidents of allied peak bodies invited.
50 Anniversary festival fringe program	<ul style="list-style-type: none"> • Deliver fringe program to support the Festival in October 2016.

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| Community park campaign | <ul style="list-style-type: none"> • Collaborate on National initiatives with local places to raise profile and understanding of the profession in the ACT. |
| Working with the community | <ul style="list-style-type: none"> • Support Executive committee and member collaboration with the community, allied professions and other peak bodies where there is alignment of purpose, in delivery of CPD, social events and advocacy. |

3. Advocating to Government
target: raising of design and management standards to increase amenity and sustainability of public realm places

STRATEGIES	OPERATIONAL IMPLEMENTATION ACTIONS
Government	<ul style="list-style-type: none"> • Provide constructive submissions to important ACT and national Government projects and initiatives.
Influence on major projects	<ul style="list-style-type: none"> • Participate in engagement on major projects and peak body dialogue with government agencies. • Lobby to have landscape architects included in all strategic design review panels.
Collaboration	<ul style="list-style-type: none"> • Member collaboration with ACT government agencies to assist in delivery of high quality and sustainable landscape outcomes.
Lead on living infrastructure	<ul style="list-style-type: none"> • Initiate and support actions to achieve a greater focus on and inclusion of requirement for living infrastructure in the ACT.

4. Ensuring a sustainable AILA
target: maintaining a stable platform

STRATEGIES	OPERATIONAL IMPLEMENTATION ACTIONS
Financial management	<ul style="list-style-type: none"> • Maintain the ACT finances within annual operating budgets.
Local sponsorship	<ul style="list-style-type: none"> • Seek sponsorship for local ACT events from ACT based landscape industry and /or outdoor environment materials suppliers.
Membership relevance and involvement	<ul style="list-style-type: none"> • Executive committee annual “survey” to capture and record needs and views for the coming (financial) year.