

STRATEGIC PLAN AND PRIORITIES 2016 - 2019

Economic Development Australia (SA) is the State Practitioner Network of EDA - the peak national membership body for economic development practitioners and allied professionals throughout Australia.

**Our Vision: Prosperous Communities
Our Mission: Developing practitioners and advancing the sector**

OBJECTIVES			
Membership	Industry Development	Advocacy	Governance
To retain and grow the membership base through the provision of services which are valued by the economic development practitioner community.	To build the capacity and capability of economic development practitioners	To represent and promote the interests, principles and causes that build prosperous communities	To maintain effective and efficient operations to deliver organisational objectives.
PRIORITIES			
Retain existing members	Build relationships with complementary organisations	Influence State and Federal, Local Government policy	Develop and maintain effective stakeholder communication
Grow and diversify the membership base	Promote and actively participate in national activities	Share and promote strategic research	Ensure sound management
	Deliver workshops / seminars / forums etc	Develop constructive relationships and engage with government, business and other key stakeholders	Develop and maintain effective National EDA relationship
	Promote and highlight leading practice		

PRIORITY ACTIONS 2016			
Prepare and articulate EDA's value proposition	Sign an MoU with LGA	Prepare a Local Government section on the EDA Knowledge Bank web page	Banking account administration (Neil/Skana)
Engage with and provide information on EDA to newly appointed practitioners			

Based on annual calendar year. Last reviewed 16 October 2015

ACTION PLAN			
Objectives			
Membership		Term	Responsibility
Maintain a database of members		Ongoing	Individual
Annual survey of membership to identify their needs		Short	Individual
Target member recruitment from regional SA		Short	Committee
Engage with and provide information on EDA, to newly appointed practitioners		Ongoing	Individual
Promote the EDA-SA Knowledge Bank to the wider database		Short	All
Refining and promoting the membership offer		Ongoing	Committee
Promote the benefits of EDA membership to key decision-makers in relevant organisations and at events		Ongoing	Committee
Committee members to welcome personally new members to the organisation		Short	Individual
Industry Development		Term	Responsibility
Develop an annual calendar of a minimum of 10 events (at least one regional) for members including networking and professional development opportunities		Short	Committee
Develop opportunities to co-brand events with complementary organisations		Ongoing	Committee
Sign an MoU with LGA		Short	Vice-Chair
Develop the EDA-SA Knowledge Bank to be the premier resource for economic development practitioner in SA		Ongoing	Committee

Encourage SA practitioners to present at and attend national and state conferences	Short	Committee
Facilitate SA entries into the national awards for excellence through briefings and assistance in developing applications	Short	Committee
Develop a best practice library (including ED-themed photos) on the EDA-SA Knowledge Bank	Ongoing	All Members
Increase SA content in the national journal	Ongoing	Committee/SA Members
Support national promotion of professional accreditation	Medium	Individual
Developing and supporting educational tools (webinars/podcasts etc)	Medium	All
Advocacy	Term	Responsibility
Prepare a presentation template which provides a consistent message on economic development	Short	Individual
Assemble all SA councils' ED plans onto the EDA-SA Knowledge Bank	Short	Individual
Stakeholder analysis of key relationships (influencers, decision makers, advocates)	Short	Individual
Provide input into Government policies	Ongoing	Committee
Provide thought leadership on relevant issues	Medium	Committee
Governance	Term	Responsibility
Investigate opportunities to increase resources to service the membership (Work for the Dole, student internships, corporate, consultants, etc)	Short	Individual
Comply with SPN regulations	On-going	Sub-Committee
Review SPN governance arrangements annually	On-going	Sub-Committee