

YOUNG PROFESSIONALS NETWORK



STRATEGIC PLAN

JULY 2016 – DECEMBER 2017

PURPOSE

*To Advocate, assist, empower and develop the careers
of Young Professionals in Local Government*

GOAL 1					
ESTABLISH AND RAISE AWARENESS OF THE YPN					
Strategy		Action		Outcomes	Person/s Responsible
1	Raise the Profile of the YPN (FOCUS AREA)	1.1	Annual presentation to the LGMA Board on YPN activities	<ul style="list-style-type: none"> The LGMA Board recognises the YPN as one of its most effective Networks The YPN is recognised as a voice of young professionals in local government and is sought after for its input. The YPN is represented and provides valuable input into LGMA activities and events. A Communication Marketing Strategy is created by members with relevant professional expertise and endorsed by the LGMA Board. The YPN is accessible to members and potential new members 	Communications Working Group (Guerlaine, Liz, Belinda & Sam)
		1.2	Identify and commit to representation on relevant committees, roundtables and working groups. 'Have a Seat at the Table.'		
		1.3	Identify and determine representation to the wider sector through other LGMA Activities (eg Present through the Better Practice Program, Conferences, Networking events etc.)		
		1.4	Create a working group of relevant young professionals to develop a Communication Marketing Strategy who then present it to the LGMA Board		
		1.5	Rotate YPN Events to enable members and non-members to observe		
2	Develop the YPN Brand (FOCUS AREA)	2.1	Create a working group of relevant young professionals to develop the YPN Brand/Logo/Slogan who then present it to the LGMA Board	<ul style="list-style-type: none"> A YPN Brand/Logo/Slogan is created by members with relevant professional expertise and endorsed by the LGMA Board. The YPN Brand/Logo/Slogan is recognised and used for promotional purposes 	
		2.2	Identify opportunities to launch and promote the YPN Brand/Logo/Slogan		
		3.2	Rotate YPN Events to enable members and non-members to observe		
3	Consolidate and build on the Committee effectiveness	3.1	Enter a YPN team into the LGMA Challenge	<ul style="list-style-type: none"> The YPN leads by example as a way of promoting itself. The YPN Committee consolidates as a team. YPN Committee shares the workload and takes responsibility for delivering the Strategic Plan The progress of the YPN Strategic Plan is regularly reported 	
		3.2	Identify working groups to work on Actions of the YPN Strategic Plan		
		4.3	Amend the Agenda template to include a reporting component for the Strategic Plan		

**GOAL 2
PROVIDE VALUE FOR MEMBERSHIP**

Strategy		Action		Outcomes	Person/s Responsible
1.	Facilitate Networking Opportunities (FOCUS AREA)	1.1	Organise 2 Networking Events per annum	<ul style="list-style-type: none"> • 2 Networking Events achieved with 70 – 80 member attendance • 1 Regional Partnership Event achieved 	
		1.2	Identify 1 Regional partnership opportunity per annum		
2.	Facilitate Professional Development Opportunities (FOCUS AREA)	2.1	Provide 2 - 4 Professional Development Events	<ul style="list-style-type: none"> • 2 - 4 Professional Development Events achieved with between 30 – 40 member attendance • Committee Members are given the opportunity to develop their presentation skills and showcase their projects. • Event cost is kept to a minimum • YPN has active input and inclusion on behalf for recognition of its members 	
		2.2	Identify Committee Members to present at LGMA Events		
		2.3	Actively promote and be included in the Young Professionals LGMA Annual Award and Scholarships offered by LGMA		
3.	Create Information Sharing opportunities (FOCUS AREA)	3.1	Establish an online forum through the LGMA website	<ul style="list-style-type: none"> • The YPN section of the LGMA website is developed and operational • The best social media options are agreed and included in the Communication/Marketing Strategy 	
		3.2	Determine what social media is most effective – LinkedIn etc		
4.	Identify and Promote Membership Benefits	4.1	Create an information sheet for the YPN	<ul style="list-style-type: none"> • A YPN information sheet is available for distribution and promotion • Three CEO's are identified and meetings held to discuss barriers for young professionals with a view to hosting of the Fireside Chats 	
		4.2	Identify ways to showcase the YPN to CEO's, Senior Executives and Human Resources to reducing barriers for members to join and attend events		

GOAL 3
YPN IS A SUSTAINABLE NETWORK OF THE LGMA

Strategy		Action		Outcomes	
1.	Identify Partnership and Sponsorship opportunities (FOCUS AREA)	1.1	Identify 'Champion' CEO's and Senior Executives to host 'Fire side' Chats or similar	<ul style="list-style-type: none"> • 1 - 2 informal Fireside Chats are held annually • A tertiary institution presents or hosts one of the Professional Development events • A joint event is identified and progress made to achieve it. 	Sponsorship Working Group (Matt, Tamara, David)
		1.2	Determine if a Tertiary institution is a potential sponsor or partner for Professional Development targeting Young Professionals ie University, AIMWA		
		1.3	Explore Partnerships with State Government Departments and others that have similar membership targets		
2.	Remain relevant to issues affecting Young Professionals (FOCUS AREA)	2.1	Create feedback mechanisms for members so as to gather information on trends and issues affecting their career development and progression	<ul style="list-style-type: none"> • Members views and issues are documented and used to inform YPN activities • Grant opportunities and suitable research consultant identified. 	
		2.2	Consider grant opportunities to initiate a study into barriers and issues affecting members with their career development		
3.	Plan for Committee turnover and succession	3.1	Document the issues for Committee members as they arise ie availability, capacity, time commitment	<ul style="list-style-type: none"> • Committee members issues are documented • The Charter of Operations includes provision for Committee turnover. 	
		3.2	Develop a plan for turnover of Committee members in relation to period of time served and 'ageing' out		
4.	Review the Charter of Operations and the Committee composition	4.1	By June 2017 review the Charter of Operations and make recommendations for changes if required	<ul style="list-style-type: none"> • Charter of Operations Review complete and recommendations endorsed • An independent review has been considered and agreed to or negated. 	
		4.2	Consider possibilities for an independent review of Committee composition and effectiveness prior to 2017 AGM		