International Erosion Control Association

FIVE YEAR PLAN
for the
AUSTRALASIAN CHAPTER OF THE INTERNATIONAL EROSION CONTROL ASSOCIATION

2005 – 2010

MISSION STATEMENT:

The IECA serves as a global resource for environmental education and exchange of information. The IECA represents, leads and unifies a diverse group of people worldwide who share a common goal for the prevention and control of erosion.

The Australasian Chapter seek to achieve this by providing leadership in erosion and sediment control through promotion of sound technical advice, training and dissemination of information.

OBJECTIVES:

1. Full time Communications / Executive Officer
2. Establish national erosion and sediment control training criteria.
3. CPESC – complete the CPESC elective exams. Have the CPESC program recognised nationally to provide advice on erosion and sediment control.
4. Actively provide information on erosion and sediment control.
5. Increase membership by 10% each year.
6. Membership retention rate of 80%.
7. Develop the Website so it is revenue positive
8. Be well-linked with related organisations to enable collaborative training and conference opportunities
9. Hold annual conference
10. Maintain and increase the IECA's relevance / services to members.
11. Develop industry specifications for erosion and sediment control products.

STRATEGIES

1 - Full time Communications / Executive Officer

- At present the Communications Officer is employed 18 hours per week. In order to achieve the goals in this Five Year Plan it is desirable to increase the hours of the Communications Officer. This takes away much of the work from the volunteer officers and ensures follow through happens in a timely manner. In order to achieve this it will be necessary to increase membership numbers, develop the website so it becomes revenue positive, structure training programs so they become revenue positive
- Revenue generation through training:
    - 5 day SEQ ESC course 11 September 2006
    - 1 day ESC seminar/field day at Baulkham Hills Council sustainability expo 13 October 2006
    - Short courses at the Soil and Water – To good to lose conference 27 June 2006
    - 1 day ESC seminar NE Victoria October/November 2006
    - NZIHT ESC training
    - Potential Perth seminar

2 - Establish national erosion and sediment control training criteria.

- Investigate and develop the national erosion and sediment control competency based training program.
- Review the Swinburne TAFE course and determine suitability. Consider transferring to other TAFE's elsewhere in Australia

3 - CPESC – complete the CPESC elective exams. Have the CPESC program recognised nationally to provide advice on erosion and sediment control

- Complete Road Elective Exam
- Board members to apply for CPESC and sit the exams
- President & Vice President to continue working with EIANZ and QEPA to incorporate CPESC in IPA and/or EPA legislation
- Approach Federal Environment Minister to discuss/promote CPESC

- President and Vice President to develop proposal to EIANZ in regard to incorporating CPESC into CPEP program

4 - Actively provide information on erosion and sediment control

- Ensure Strategy 1 and 2 are completed.
- Develop a database of E&SC training and providers throughout Australasia. This is then posted on the website.
- Regular updates on website
- Directors prepare 6 magazine articles per year (Roads, CCF and Erosion Control)
- Minimum of 4 newsletters per year
- Directors to actively market and promote IECA

5 - Increase membership by 10% each year.

- The Following table shows membership numbers if we aim to increase membership by 10% per year.

2004	2005	2006	2007	2008	2009	2010
114	126	139	153	168	185	204

- Member discounts for conferences, seminars and other IECA events
- Do mail outs to all attendees within 2 weeks of the seminar, with invitation package, then follow up with a phone call.
- Develop a promotional CD and send this out with the package.
- Organise promotional, information evenings / luncheons. Have these as sub chapter meetings, get members / directors to invite a guest. Have a guest speaker. Run the IECA (Australasia) promotional CD.
- Investigate reciprocal membership arrangements with SIA, EIANZ, EEA, ASSSI

6 – Membership retention rate of 80%

- Increase member services.
- Communicate membership benefits to members
- Prepare and promote events calendar by November each year

- The Communications Officer to telephone members that do not re-join at the membership renewal time.

7 – Develop the website so it is revenue positive.

- The website is one of the best resources of the Chapter. It has recently undergone an upgrade to ensure a professional up to date information resource. The Chapter needs to continue with this upgrade and make it even more user friendly. The website needs to be promoted more with members and also with the wider industry. Advertising needs to be obtained.
- Promote web site advertising benefits to members
- Promote web site in Newsletter
- Directors to actively promote web site advertising to product/service providers
- Investigate opportunity to provide credit card facilities for online payment of membership fees, conference and seminar registrations.

8 - Be well-linked with related organisations to enable collaborative training and conference opportunities

- Develop a list of like minded organisations, ensure all these organisations receive a copy of the Chapter Newsletter, notification of Chapter events, links from the Chapter website. Request for links to Chapter website.
- Make representation to these organisations by attending one of their meetings and detailing the goals of IECA(Aust) and then outline the synergies between the organisations and give ideas on collaborative events, such as field days, seminars, conferences.

9 – Hold an annual conference.

- Develop links with other relevant organisations to organise collaborative events.
- SIA 2006 and 2007
- NZWWA 2007
- EIANZ 2007

- NZIHT 2006

10 - Maintain and increase the IECA's relevance / services to members.

- Increase networking opportunities for members through the website, conferences, training days, informal lunches, dinners with guest speaker, etc.
- Directors to be provided with details of local members to pursue networking opportunities.
- Determine what benefits members want through sending out a simple survey form to present members and prepare an action plan based on the survey results to increase benefits that are practical to deliver.
- Ensure members are aware of the services available to them, e.g. the opportunity to advertise on the website, and newsletter, the ability to have a hot link from the Chapter website directly to theirs. Encourage members to use the IECA logo on stationary and advertising material.

11 – Develop industry specifications for ESC products

- Development specifications for hydro-mulch, BFM's and straw mulch for the east coast of Australia by January 2007
- Provide links to Auckland Regional Council TP90 specifications on the website

STRATEGY IMPLEMENTATION MECHANISMS

- Determine whether a particular strategy requires funding through a grant or whether the Communications Officer or Board Members can undertake a task.
- Tasks that can be undertaken by the Communications Officer or Board Members be assigned to individual Board Members or form committee to enable task to be completed.
- If funding required – identify potential sources of funding and then apply.
- Board Members or committee assigned a task or tasks set a reasonable time frame to undertake task/s.
- Board members or committee to provide regular updates of progress.
- Board members or committee to ask for assistance, from Board, if issue arises that is being struggled with.

MONITORING / REVIEW

This Five Year Plan should be reviewed on an annual basis – with each objective assessed separately. The Five Year Plan objectives and strategies should be adjusted accordingly based on each annual assessment by the Board.