

COTMA Strategic Plan 2007 - 2010
For its Member Organisations

1. Work with Members to Support their Activities

Outcome:

Members are of the view that COTMA is supportive and communicates well

Strategy	Approach	Key Projects
Communicate relevant Information	<ul style="list-style-type: none"> ➤ Provide Safety and Competency Information ➤ Provide general relevant information and news ➤ Maintain and extend web site ➤ Assist to Achieve Sustainability ➤ Promote Strategic Management ➤ Assist with suggestions that can help Museums recruit and mentor new Volunteers 	<ul style="list-style-type: none"> ➤ Prepare and distribute regular (about 6 times a year) News Updates ➤ Provide articles written by subject experts – mini papers or links to other articles/papers ➤ Review web site content and layout ➤ Include in News Updates and other forums matters concerning Museum sustainability ➤ Enlarge distribution list of the electronic newsletter.
Promote sharing of resources	<ul style="list-style-type: none"> ➤ Support ATHRA based news distribution list ➤ Distribute responsibly and equitability resources that are made available to COTMA ➤ Provide a mechanism where Members can share information about problems and obtain solutions. 	<ul style="list-style-type: none"> ➤ Assist with the setting up of the ATHRA news distribution list ➤ Form and support the Tramway Equipment Advisory Committee ➤ Formulate appropriate policies ➤ Promote the sharing of knowledge in News Updates etc.

2. Foster Excellence in Museum Practices

Outcome:

That Excellence is promoted in a positive and appreciated manner

Strategy	Approach	Key Projects
Promote Excellence	<ul style="list-style-type: none"> ➤ Provide information on Museum Practices ➤ Promote COTMA Achievement Awards and “Excellence and Recognition Awards” ➤ Help with Marketing suggestions 	<ul style="list-style-type: none"> ➤ Promote education in museum practices ➤ Provide a knowledge base ➤ Encourage story telling using their collections ➤ Promote the use of Peer Assistance ➤ Provide marketing news/tips and suggestions – eg know you market – “Know the public wants and not want we think they want to see”.
Promote Community Relationships	<ul style="list-style-type: none"> ➤ Encourage working with “your” Community 	<ul style="list-style-type: none"> ➤ Provide examples where Members or other Museums have successfully worked with their communities.

3. Represent Members Interests

Outcome:

That the Members Interests are actively represented to appropriate organisations/parties and appropriate lobbying is undertaken

Strategy	Approach	Key Projects
Represent Members	<ul style="list-style-type: none"> ➤ Work with ATHRA and FRONZ ➤ Work with ARA ➤ Represent to Industry/ Government in General ➤ Work with VicTrack and Friends of Hawthorn Depot. 	<ul style="list-style-type: none"> ➤ COTMA Rep/s to attend ATHRA 6 monthly meetings ➤ COTMA NZ Rep to attend FRONZ Annual Conference ➤ Keep ARA Advised of COTMA Issues ➤ Improve the understanding of differences between Electric Street Tramcars and Railways in general. ➤ Assist VicTrack in heritage matters and disposal of equipment etc ➤ Assist VicTrack to support the Friends of Hawthorn Tram Depot.
Lobby on behalf of Members	<ul style="list-style-type: none"> ➤ Represent COTMA at forums with Rail Safety Regulators and other Government Agencies/Department who impact on our Members activities 	<ul style="list-style-type: none"> ➤ Attend meetings as necessary ➤ Prepare submissions as necessary where identified by Members or the Executive ➤ Provide reports of meetings to Members and report on key issues.

4. Facilitate Bi-Annual Conference

Outcome:

The Conference is seen by those attending as worthwhile and successful and come again

Strategy	Approach	Key Projects
Facilitate a Conference every two years within Australasia	<ul style="list-style-type: none"> ➤ Promote Networking ➤ Promote a sense of belonging ➤ Provide a learning / quality environment 	<ul style="list-style-type: none"> ➤ Assist the organisation of Conferences so as to have a quality event ➤ Enable appropriate conference papers ➤ Place proceedings on web site as soon as possible ➤ Plan future conference locations.

5. Ensure COTMA is well Governed and is Sustainable

Outcome:

COTMA is viewed as well run organisation by Members and others.

Strategy	Approach	Key Projects
Ensure sound management and accountability	<ul style="list-style-type: none"> ➤ Provide regular and informative reports to the Executive and Members. 	<ul style="list-style-type: none"> ➤ Arrange a minimum of two meetings of the Executive each year ➤ Hold an Annual General and/or General Meeting of Members on the off conference years.
Promote Membership	<ul style="list-style-type: none"> ➤ Promote COTMA throughout Australasia and overseas. 	<ul style="list-style-type: none"> ➤ Foster new Members.