

# **VICTORIAN COMMUNITY TRANSPORT ASSOCIATION**

## **STRATEGIC PLAN**

**2009 – 2011**



**The Victorian Community Transport  
Association Incorporated.**

## **The VCTA**

The Victorian Community Transport Association represents community transport providers in the state of Victoria. The Association is committed to the development and support of community transport providers within Victoria and reflects the principles of access, equity and participation.

The VCTA is an Incorporated Association and consists of an Executive Committee and the General Membership. The Executive Committee meets every second month and the General Membership meets regularly at Special General Meetings, Forums, Special Events and the Annual General Meeting.

Meeting times and venues vary. The Association attempts to facilitate the participation of rural members by arranging meetings in appropriate centres and venues throughout Victoria.

## **Purpose**

To provide flexible transport options to assist transport disadvantaged people to access their community

## **Values:**

Independence

Non-discriminatory

Equality/Equity

Best Practice

Partnerships

Support (Members)

Advocacy

Community

Innovation/Leadership

Sustainability (economic and environmental)

**The VCTA aims:**

- To represent community transport providers within the state of Victoria
- To make representations to Government, non-Government and the Private Sector on behalf of the membership as appropriate
- To provide information and support to its members
- To co-operatively develop policy and standards that promote best practice in community transport organisations
- To promote community transport within Victoria
- To develop partnerships with other organisations to further the aims of the Community Transport sector.

**The VCTA offers:**

- Representation to all levels of government, non-government and private organisations on behalf of members
- Training and Support
- Service Development
- Policy development and the promotion of best practice
- Development of community transport networks
- Information and advocacy

<b>Key Activity Areas</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Status/Action</b>	<b>Responsible</b>	<b>When</b>
<b>1. To Represent Community Transport providers in the state of Victoria</b>	1. Raise profile of VCTA in Victoria	<ul style="list-style-type: none"> <li>Development/improvements to VCTA website</li> </ul>	Further development of new website	All	Ongoing
	2. Develop identifiable and sustainable funding for CT in Victoria	<ul style="list-style-type: none"> <li>Workshop and forums Meeting with relevant ministers And policy makers. Revising funding submissions</li> </ul>	Developing workshop for May 09	All	Ongoing
	3. Develop strategic relationships with Key stake holders	<ul style="list-style-type: none"> <li>Identify key stakeholders &amp; develop strategic relationships – regional as well as state</li> </ul>	Develop relationships with: RACV VCOSS DHS DOT DPCD MAV COTA Memorandum of Understanding signed with BAV, VTA	All	Ongoing
	4. Promote a comprehensive understanding of the diversity of Community Transport	<ul style="list-style-type: none"> <li>Represent CT at forums/consultations at a state level</li> </ul>	Represent VCTA @ VCOSS, peak bodies meeting & two working groups & a number of one off forums/meetings	All	Ongoing

Key Activity Areas	Objectives	Strategies	Status/Action	Responsible	When
	5. Advocate on behalf of members	<ul style="list-style-type: none"> <li>• Banner</li> <li>• Explore branding and positioning of VCTA to increase corporate image logo, invoicing/accounting package, membership cards</li> <li>• Develop brochure</li> <li>• Conduct member survey &amp; develop member data base</li> <li>• Implement regular Conference, workshops &amp; key events</li> </ul>	<p>Attend TASIC bimonthly meeting</p> <p>New Use consultant/s to assist</p> <p>Prepare Draft</p> <p>Review Process of getting info</p> <p>Conference, annual workshop (following AGM), Responsive transport workshops</p>	All	<p>Ongoing</p> <p>Ongoing</p>

Key Activity Areas	Objectives	Strategies	Status/Action	Responsible	When
<b>2. Develop &amp; maintain a member based organization</b>	1. Ensure the viability & sustainability of the VCTA	<ul style="list-style-type: none"> <li>Attract additional funding &amp; support whilst maintaining the independence of the VCTA</li> <li>Explore opportunities for funding through submissions with government and sponsorship.</li> </ul>	<p>Revise and resubmit the 2006 funding submission</p> <p>Systemised database</p>	All	July 09
	2. Expand membership base	<p>Develop promotional material. Distribute through existing networks: MAV, VCOSS, TRANSPORT CONNECTIONS , COTA,</p> <ul style="list-style-type: none"> <li>Develop marketing strategy</li> <li>Enhance understanding of member services/profiles explore funding &amp; sponsorship options</li> </ul>	<p>Develop 12 month plan for quarterly 2 page newsletter</p> <p>Conference &amp; workshop sponsorship</p> <p>Projects. Maintain contact with Govt Departments &amp; other peak bodies</p> <p>User pays workshops</p>	All	
	3. Expand services and support to members	<ul style="list-style-type: none"> <li>Re-implement newsletter</li> <li>Implement regular Conference, workshops &amp; key events</li> <li>Maintain VCTA website</li> </ul>	<p>Conference annual event</p> <p>AGM &amp; Workshop</p> <p>Other workshop/s</p> <p>Develop content eg member/non-member areas</p> <p>Seek sponsorship</p>	All	July 09 Ongoing  Ongoing





Key Activity Areas	Objectives	Strategies	Status/Action	Responsible	When
<b>5. Achieve formal recognition by state government of Community Transport</b>	1	Establish community transport as ongoing budget item	<ul style="list-style-type: none"> <li>Work cooperatively with key stake holders</li> </ul>	Provide recommendations for future directions of CT to relevant members of the Government, departments	Ongoing business of the executive to respond to these opportunities as they arise
	2	Establishment of unit within government responsible for coordination of community transport across government		Meeting with relevant Ministers, departments and peak bodies/ such as TASIC	
	3	Clear ministerial responsibility for community transport	<ul style="list-style-type: none"> <li>Foster relationships with departmental staff within government</li> </ul>	<p>Meetings with other stakeholders such as VCOSS, MAV, VLGA and COTA</p> <p>developed positive working relationships and support with staff from DHS, DPCD, DOT</p>	

\* *Develop accreditation processes for CT in Victoria – a project for future consideration in next strategic plan*