



Tasmania Maritime Network Strategic Directions Summary

The role of the Network

The role of the TMN is to promote and advocate on behalf of all the Tasmania Maritime Industry for the benefit of members and the industry as a whole. It is the 'voice' and first point of contact for industry issues. From the Tasmanian Government perspective, the role is to provide data on the industry to identify needs, benefits and opportunities for industry development.

Objectives

- To strengthen industry knowledge and capability.
- To capture industry opportunities to benefit members.
- To inform government and leverage support by being the informed and influential 'voice' of the industry. Outcomes
- Providing industry input into relevant consultations

Membership criteria

Membership be expanded to include private and government organisations that have a maritime or marine industry related interest and capacity to develop the capability and success of the industry. The criteria for any new member nomination will be:

- Is the potential member involved in the maritime industry through a product or service?
- Can the potential member benefit the TMN and its members?
- Can the TMN benefit the potential member?

Meetings and Communication

MEETINGS:

- Five meetings a year – February, April, June (AGM), September and November.
- Annual social gathering (at end of calendar year).
- Mid-year business gathering focussing on strategic issues, networking, advocacy.
- Meetings to include Guest and / or Member presentations or key industry expert speakers
- Potential site visits to members' businesses.

COMMUNICATIONS:

- Reduce reliance on the hard copy brochure and have readily updatable, print on demand material.
- Increase usage of branded USB sticks and other marketing merchandise.
- Regular newsletters
- Web site to be key conduit for information and directing member opportunities – including Member stories/press releases/business developments.
- Member Capability Register to assist in promoting the Network and Members.

Goals

- Leverage members' expertise with input into Industry and Network policy.
- Develop Annual Plans and Strategic Five Year Plan outlining goals and priorities.
- Maintain links with state and federal government agencies, and other key stakeholders including other industry networks and associations – AIMEX, AIDN etc.
- Membership fees reviewed periodically to allow support for the aims of the Network going forward.
- Decisions and allocations of funds that will benefit the majority of the members overall.
- Future employment of a part-time or contract Executive Officer

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