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# DRTA Strategic Plan 2017-2020

## 1 MEMBERSHIP INCREASE

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- 1.1 RELATIONSHIPS WITH TRAINING ORGANISATIONS
- 1.2 WEBSITE AND SOCIAL MEDIA IMPROVEMENTS TO ATTRACT NEW AND RETAIN EXISTING MEMBERS
- 1.3 MORE EFFECTIVE MARKETING TO MANAGEMENT OF EMPLOYING ORGANISATIONS
- 1.4 DEVELOP NEW MEMBERSHIP TYPES

## 2 OTHER INCOME STREAMS

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- 2.1 DRTA APPROVED EDUCATION – COURSE RECOGNITION
- 2.2 WEBSITE ADVERTISING/ SPONSORSHIPS
- 2.3 WEBSITE TRAINING MODULES
- 2.4 GRANTS
- 2.5 SPECIAL EVENTS – CRUISE/SEMINARS

## 3 POLITICAL/ECONOMIC ENVIRONMENT MEMBERS WORK IN: REMAINING RELEVANT

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- 3.1 THE PROFESSION INTO THE FUTURE – MANAGE CHANGE
- 3.2 OTHER ROLES FOR OUR MEMBERS
- 3.3 THE MOVE TO PRIVATE PRACTICE

## 4 ORGANISATIONAL PROFILE

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- 4.1 INTERNATIONAL RELATIONSHIPS
- 4.2 PROFESSIONAL PROFILE, CREDENTIALS, COMPETENCIES

## 5 EFFECTIVE EFFICIENT ADMINISTRATION OF THE ORGANISATION

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- 5.1 MAINTAIN EXISTING GOVERNANCE, MEMBERSHIP AND FINANCIAL OPERATIONS
- 5.2 CONDUCT SUCCESSFUL CONFERENCE ANNUALLY
- 5.3 CONDUCT SUCCESSFUL WORKSHOPS
- 5.4 MAINTAIN MARKETING INCLUDING WEBSITE AND SOCIAL MEDIA CAMPAIGNS
- 5.5 FIND EFFICIENT NEW PROCESSES AND SIMPLIFICATIONS TO PROCESSES, REDUCE WASTE IN RESOURCES