

Australia India Travel & Tourism Council

2013-16 Strategic Plan

**Draft Version V1
June 2013**

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Vision & Mission Statement

Vision

To see growth in bilateral travel

Mission

By providing a suitable platform for interested individuals and organisations to connect, communicate and collaborate on Australia- India tourism matters to inspire growth

Objectives

Members & Stakeholders

Increase membership numbers

Become a influencer in the industry

Provide services to members that add value to their business interests.

Protect interests of stakeholders

Promote AITTC among members and stakeholders

Financial

Achieve financial sustainability to operate organisation effectively

Internal Processes

Establish systems and procedures to operate organisation effectively

Actions & Performance Measures

Members &
Stakeholders

Increase membership numbers

Action	KPI	Dec 2013	Dec 2014	Dec 2015
Each Executive Committee member enrolls 5 new members in Australia	Membership Number –	50	150	250
Set Up India Operations and enroll members	Membership number	10	100	200
Annual Membership drive with mail-outs in Australia and India				
Membership rollouts at various forums in Australia and India				

Actions & Performance Measures

Members &
Stakeholders

Become an influencer in the industry

Action	KPI	Dec 2013	Dec 2014	Dec 2015
Acquire expertise to become centre of excellence on visa, accommodation ,air , rail and road travel and tours.	Introduce chapters to drive expert knowledge	At least one chapter established	All chapters established	
Identify issues affecting travel growth and lobby with stakeholders for its resolution	Roundtable Conference		1	2
Establish networking with all other travel industry associations	Networking Events	1	2	2
Establish India Operations so that industry see AITTC as bilateral	Indian Operation	Phase 1	Phase 2	Phase 3

Actions & Performance Measures

Members & Stakeholders

Provide services to members that add value to their business interests.

Action	KPI	Dec 2013	Dec 2014	Dec 2015
Identify issues affecting travel growth and facilitate its resolution through consultation with members/industry	Roundtable Conference		2	2
Educate travelers on India and Australia	Seminars		2	2
Lend service from centre of excellence on visa, accommodation ,air , rail and road travel and tours.	As required			
Provide platform for members to connect, communicate and collaborate	Networking Events	1	2	2

Actions & Performance Measures

Members &
Stakeholders

Protect interests of stakeholders

Action	KPI	Dec 2013	Dec 2014	Dec 2015
Make stakeholders aware of emerging issues and trend	Regular meetings			
Establish connection between industry members and stakeholders	Regular meetings			
Introduce new industry players to stakeholders	Networking Events	1	2	2

Actions & Performance Measures

Members & Stakeholders

Promote AITTC among members and stakeholders

Action	KPI	Dec 2013	Dec 2014	Dec 2015
Spread news of AITTC	Bimonthly Newsletter	6	6	6
Ensure presence at industry events	Identify events	1	2	3
Regular interaction with stakeholders	Ongoing meetings	As required	As required	As required
Provide speakers from AITTC for industry event	Identify speaker & event		1	3
Advertise in trade publications	Identify publication			2
Regular press release & social Media	Issue of press releases	As required	As required	As required

Actions & Performance Measures

Financial

Achieve financial sustainability to operate organisation effectively

Action	KPI	Dec 2013	Dec 2014	Dec 2015
Joining fess	Receive all outstanding	Nil outstanding	Nil outstanding	Nil outstanding
Introduce annual membership fee			July 2014	
On going corporate support	Sign Off of Sponsorships	1	3	5
Fund Raising Events – participate with suitable charity organization	Number of participation		1	1
Advertise in website/mailouts	Income from advertisements		3	5

Actions & Performance Measures

Internal Processes

Establish systems and procedures to operate organisation effectively

Action	KPI	Dec 2013	Dec 2014	Dec 2015
Establish and maintain various data bases – membership, mailing list, stakeholder contacts	Completion date		Jun 2014	
Website and social media	Regular updates			
Electronic storage of all communication	Completion date		Dec 2014	