



# ITE-ANZ Strategic Plan Refresh 2020 - 2023

Workshop: Background Reading Material



1. Background Considerations (2016-2019 Strategic Plan)
2. How does the 2016-2019 operationalise the Strategic Focus Areas?
3. ITE (Global) Strategic Plan
4. ITE (Global) Future directions
5. ITE-ANZ membership insights
6. Young member groups and objectives
7. Competitor analysis and gaps (key insights)

# 1. Background Considerations (2016-2019 Strategic Plan)



- Technical developments in transport:
  - need debate, education and technical development;
  - enhances opportunities to meet ITEANZ's objectives.
- Compared to other ANZ organisations ITEANZ has strong international links:
  - Opportunities to gain from international experience and approaches;
  - Opportunities to influence international debate and practice;
  - Access to parent bodies resources.

## 2. How does the 2016-2019 operationalise the Strategic Focus Areas?



Partnering

Students and Young Professionals

Sustainable Organisation

Advocacy

Enabling

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### Partnering

### Students and Young professionals

#### Objectives

- Exchanging ideas and information about transport issues
- Developing the profession and professionals
- Networking

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- Education of the profession and the community
- Networking

#### Five Key Actions

4. Building ITEANZ resources, including additional sponsorship, other approaches to obtaining finance for the delivery of services to members, and the potential for further enhancement of services from members themselves  
- extra Section dues from members from January 2017

#### Specific Actions

4. Introduce a Policy and Procedure manual and include at least: h. Sponsorship categories.  
6. Develop a membership and sponsorship strategy (or identify some specific actions).

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## 2. How does the 2016-2019 operationalise the Strategic Focus Areas?



### Sustainable Organisation

#### Objectives

#### Five Key Actions

1. Expanding the range of activities and services, eg seminars in states other than Victoria
  - initially Sydney and Auckland
2. Using technology to assist in delivering and broadly disseminating (both nationally and internationally) the ITEANZ event program as well as encouraging participation in the events
  - recording of seminars/webinars and posting YouTube link on our website
3. Developing ITEANZ policies, procedures and training to further develop the professionalism of the organisation
  - eg media training
4. Building ITEANZ resources, including additional sponsorship, other approaches to obtaining finance for the delivery of services to members, and the potential for further enhancement of services from members themselves
  - extra Section dues from members from January 2017
5. Developing the organisation's marketing approach to encourage a significant increase in membership, to provide a more substantial and robust organisation with a greater presence and influence

#### Specific Actions

2. Hold at least two seminars in Sydney and one in New Zealand
3. Develop webcasting and YouTube recording and utilise these for at least one seminar
- 4) Introduce a Policy and Procedure manual[...]
5. Develop a strategy for utilising ITE USA resources and providing opportunities for ITEANZ members to provide expertise/interact internationally.
6. Develop a membership and sponsorship strategy (or identify some specific actions).
7. Identify other services and approaches for the involvement of members to assist in the provision of/provide services. Will also consider benefits to ITE members v non-members (or list services currently provided and some specific actions to enhance);
8. Develop a website/technology strategy including approaches that encourage more involvement of members in providing services.

## 2. How does the 2016-2019 operationalise the Strategic Focus Areas?



### Advocacy

### Enabling

#### Objectives

- Advocating for reforms in legislation, policies, strategies and practices in the transport field
- Education of the profession and the community

- Exchanging ideas and information about transport issues
- Education of the profession and the community
- Developing the profession and professionals
- Networking

#### Five Key Actions

3. Developing ITEANZ policies, procedures and training to further develop the professionalism of the organisation
  - eg media training
5. Developing the organisation's marketing approach to encourage a significant increase in membership, to provide a more substantial and robust organisation with a greater presence and influence

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  - eg media training

#### Specific Actions

1. Run a program of seminars targeting the technical areas, themes and advocacy areas;
4. Introduce a Policy and Procedure manual and include at least: c) Policy on approach to advocacy;

1. Run a program of seminars targeting the technical areas, themes and advocacy areas;
7. Identify other services and approaches for the involvement of members to assist in the provision of/provide services. Will also consider benefits to ITE members v non-members (or list services currently provided and some specific actions to enhance)

### 3. ITE (Global) Strategic Plan c.f. ITEANZ Strategy



- **Mission:**

To provide global community of transportation professionals with the knowledge, practice and skills to serve the needs of their communities and help shape the future of the profession and transportation in the societal context

Similar to ITEANZ but highlighting the impact on the societies

- **Strategic Opportunity Areas:**

- Membership

Highlights diversity/ inclusion and industry engagement

- Technical Knowledge

Similar (educate profession, use to disseminate)

- Institutional Sustainability

similar (Enhance membership experience including using partnerships, advocate)



## 4. ITE (Global) Future Directions



### Considerations for ITE 2021-2023 Strategic Planning (Taking place in 2020)

- How do we broaden the organization and our membership?
  - Technically, in order to truly represent transportation professionals
  - Geographically. We are a global organization with our strength in the US, Canada, and Australia/New Zealand.
    - ITE started as a US based organization, so what have been the keys to our success in Canada, Australia and New Zealand?
  - Should we focus more on identifying and bringing best/emerging practices from around the world to our members? If so, how?
  - How do we approach global growth in a way that is meaningful, sustainable, and provides value to the organization?
- How do we operate more collaboratively?
- What can International do to promote, support, and encourage better collaboration?

## 5. ITE-ANZ membership insights

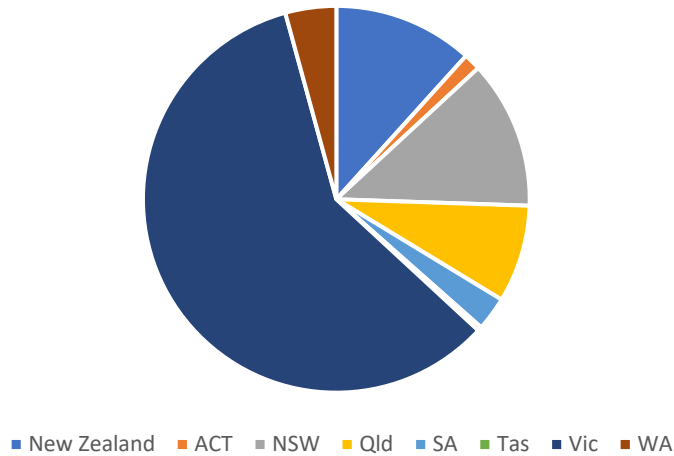


- Membership has grown 52%, from 185 in 2014, to 282 in 2019.
- The proportion of members who joined in the three years prior to reporting (previously 2010 – 2013) has grown 400%. This suggests that the growth in members has outstripped growth in previous three year periods.
- New Zealand membership has declined 25%, down to 33 members from 44 in 2014
- Growth in other states has increased, except for Qld (stable at 23) and Tasmania (stable at 1)
- Victorian membership has increased 131%, from 72 to 166
- Membership among students has increased **almost 1300%**, from 9 in 2014, to **124 in 2019**.
- Student members alone now make up **51% of ITE-ANZ's membership**
- % female membership has increased 7% but remains discouragingly low (17%). Understanding and addressing the professional interests and needs of a more diverse member base must be a priority

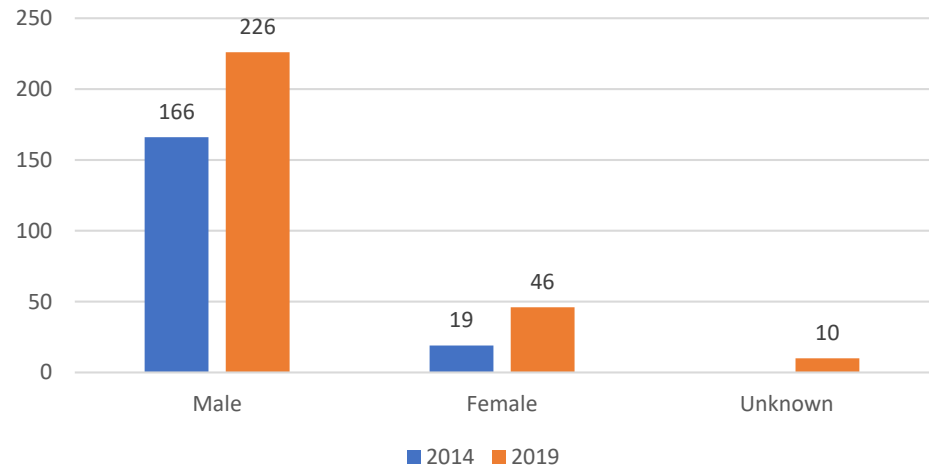
# 5. ITE-ANZ membership insights



Membership by location (2019)



Gender break-down



# 6. Young member groups and objectives



## Young ITE (YITE)

**Mission:** *To promote and develop emerging and young transport professionals*

### 1-year goals?

- Increased social media/web presence
- Newsletter/forum style online outlet o Updated vision/mission statement
- Host 3-4 events in the first year
- Rebrand away from ITE but keep connection

Members:

## University of Sydney Student Chapter

**Mission:** *TBD*

**Members:** 36 members, (note not all are active members)  
91 in mailing list

## University of Canterbury Student Chapter

**Mission:** *UC-trans organises events and seminars related to transport to exchange ideas and information about the state of the art in transportation. We aim to increase the awareness of transport and encourage student to consider transport career in their future career plan.*

### Objectives:

- discussing transport related projects and issues of interests;
- connecting industry with academia through workshops and seminars;
- providing a networking opportunity.

Members: 7

## University of Monash Student Chapter (Transport Engineers at Monash)

**Mission:** *develop the next generation of transport engineers and creating strong links between students and the profession*

Members: TBC



## 7. Competitive Analysis and Gaps



- **Objectives**-Similar across organisations but Engineers Australia involved in qualifications, competency and best practice standards, Some organisations do research;
- **Members Experience**- Some don't cover students and one focuses on young professionals. May have differing emphasises;
- **Membership Professions**-Some cover non engineers, some those involved in transport and some those with an interest in engineering;
- **Gender**- Non gender specific apart from Women In Engineering;
- **Geography**- few have international links;
- **Organisational Sector**- Most cover all Government and private organisations but emphasis varies (e.g. ITEANZ has limited Government) Not all cover universities. Local Government professionals have own organisation.