



# Strategic Plan 2006-2007



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# **VISION**

To be the peak body for all public libraries in Australia  
that is recognised by all levels of government

# Mission

To represent, advocate for and support the interests of  
Australia's public libraries

# Strategic Objectives

- Defining the role and deliverables
- Developing a sustainable financial base
- Increasing membership

## Defining the Role and Deliverables

OBJECTIVE	STRATEGY	OUTCOME	TIME FRAME	RESPONSIBILITY	INDICATOR
Define and understand the role of PLA within the representative bodies of the sector	Further define realistic role expectations with specific deliverables related to each component	Allow PLA to market its role and capacity to the network			
PLA not to replicate other organisations	Convene and lead a meeting of state public library bodies with PLA to discuss roles and relationships	Clarification of roles and relationships Development of supporting roles			
PLA to provide a national focus for all public libraries	Create a confederation of public libraries under PLA	Capacity to provide an outlet for government initiatives			
PLA to work with other national organisations in the sector to achieve PLA's objectives	Meet with Council of Australia State Libraries; Australian Library and Information Association and Australian Local Government Association to define and understand role	Clarification of roles and relationships Development of supporting roles			

## Developing a Financial Base

OBJECTIVE	STRATEGY	OUTCOME	TIME FRAME	RESPONSIBILITY	INDICATOR
Access to Corporate networks	Engage a Patron to assist in developing appropriate networks	Corporate and national networks accessed			
Develop a strong membership base	Formulate membership fee Clarify levels of fees Engage with Suppliers Use Patron to access corporate networks	Projection of income Engage more members			
Develop and test a number of business models	Business models to explore increase to State membership that incorporates PLA funding	Identification of best model for the future operation of PLA			
Develop national initiatives and corporate sponsors	PLA to auspice a national project and look for a national sponsor to support the program Conference Sponsorship	Will raise PLA profile and gain national attention			

## Membership\*

OBJECTIVE	STRATEGY	OUTCOME	TIME FRAME	RESPONSIBILITY	INDICATOR
Increase membership and membership engagement	Develop local champions at a regional and state level Regular Conferences	Clear champions network developed to work at the "grass roots" level			
Provide a local face for PLA	PLA representatives to undertake a roadshow	Putting a face on PLA and making it a reality to potential members			
Confirm membership expectations regarding role of PLA	Survey membership to elicit expectations of PLA	Range of expectations identified that will inform the development of strategies to engage with and build membership			