

# CICA Strategy

## Mission

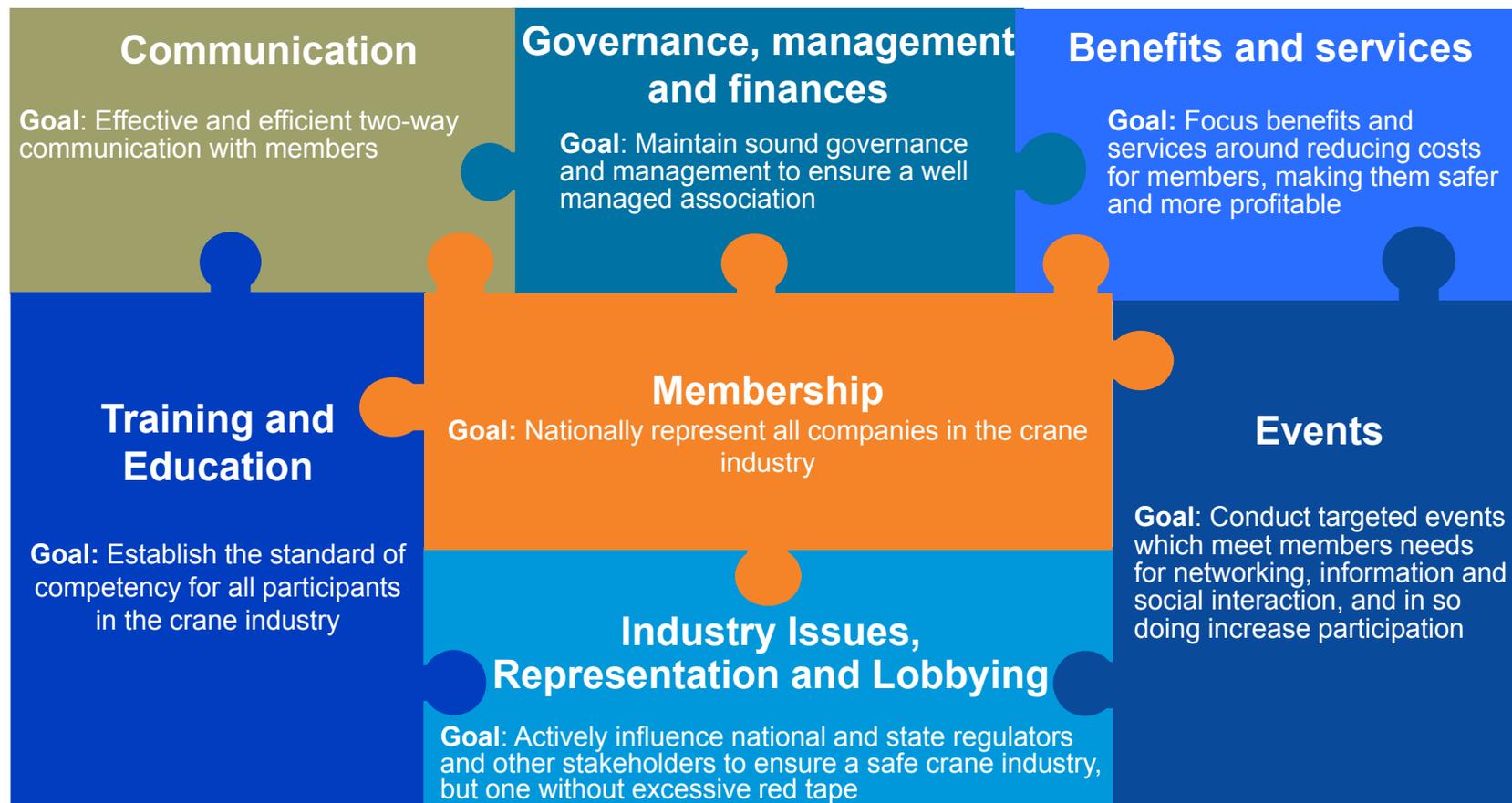
The authority for the crane industry.

## Vision

A safe and profitable crane industry.

## Values

*Collaboration*  
*Industry Passion*  
*Communication*  
*Accountability*



# CICA Strategy Elaborated

## Vision

A safe and profitable crane industry.

## Mission

The authority for the crane industry.

## Values

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Industry Passion  
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Membership	Benefits and Services	Training and Education	Issues, Representation and Lobbying	Events	Communication	Governance, Management and Finances
<b>Goal</b> Nationally represent all companies in the crane industry	<b>Goal:</b> Focus benefits and services around reducing costs for members, making them safer and more profitable	<b>Goal:</b> Establish the standard of competency for all participants in the crane industry	<b>Goal:</b> Actively influence national and state regulators and other stakeholders to ensure a safe crane industry, but one without excessive red tape	<b>Goal:</b> Conduct targeted events which meet members needs for networking, information and social interaction, and in so doing increase participation	<b>Goal:</b> Effective and efficient two-way communication with members	<b>Goal:</b> Maintain sound governance and management to ensure a well managed association
<b>M1</b> Ensure a high level of member satisfaction	<b>B&amp;S1</b> Develop and promote services which reduce compliance time and costs	<b>T&amp;E1</b> Develop and implement the standard for operators	<b>I1</b> Improve roadability of cranes and support vehicles nationally	<b>E1</b> Target events around specific industry segments and their needs	<b>C1</b> Investigate and use, where cost effective, alternative communication channels (technologies)	<b>G&amp;M1</b> Commit to state committees and action at a state level
<b>M2</b> Increase member engagement in events, use of CICA services and lobbying	<b>B&amp;S2</b> Develop new services which reduce other major member costs	<b>T&amp;E2</b> Develop and implement the standard for lift supervisors	<b>I2</b> Achieve major inspection requirements based on utilisation, not years of service	<b>E2</b> Continually improve the annual conference as the major "national" event for all participants in the crane industry	<b>C2</b> Develop and refine our database of individuals to whom we communicate	<b>G&amp;M2</b> Ensure efficient and effective governance
<b>M3</b> Increase penetration in other crane and associated sectors	<b>B&amp;S3</b> Continuous improvement and marketing of the CraneSafe program	<b>T&amp;E3</b> Develop a training program/endorsement for personnel who engage crane services	<b>I3</b> Undertake national engagement with the unions			<b>C3</b> Investigate, and if approved, utilise a communications consultant to assist on communications and branding
<b>M4</b> Achieve full national representation			<b>I4</b> Undertake national communication with Tier 1 building and construction companies and industry bodies			
<b>M5</b> Improve member research						
<b>M6</b> Review membership categories						