

YOGA AUSTRALIA STRATEGIC PLAN - 2017-2018

Objectives	Key Activities
Continue to establish Yoga Australia as the peak body for Yoga in Australia and New Zealand and explore opportunities for the adoption of standards in other regions	Maintain and communicate standards to members and the community.
	Develop partnerships and collaborations with organisations that will progress the peak body status.
	Lobby to local, state and federal Governments to improve peak body status.
	Engage with international stakeholders to advocate our standards world wide.
Establish an evidence-base for the yoga teaching industry	Engage with reputable research and inform members.
	Disseminate key research findings to members.
	Develop reputable research data.
	Establish strategic partnerships. Improve an understanding of the psychology of teachers.
Strengthen Yoga Australia's role in providing information about yoga	Become the choice of public relations and media in relation to yoga.
	Strengthen advocacy and authority in relation to yoga.
	Develop partnerships and participate in activities that support the strategic objectives.
Ensure that Yoga Australia membership supports the development of yoga teachers	Continue to provide business support tools for members.
	Strengthen the role of senior teachers.
	Expand member education, CPD and communities of practice options.
	Continue to engage with remote and regional members.
	Streamline membership processes and reduce red tape.
	Provide clear information about processes impacting members. Set, communicate and monitor yoga professional training educational standards.
Carefully manage financial resources	Identification of funding sources to undertake project work.
	Establish partnerships with organisations that will strengthen the financial stability of Yoga Australia and Yoga New Zealand
	Use new technologies to improve income streams.
	Identify new income sources in line with strategic goals.
Review administrative structures to create efficiencies and enhance member support	Review and refine resources.
	Review and refine policies and procedures.
	Review governance structure.
	Review volunteer management, communication and decision-making.