

Strategic Plan 2023 - 2028

Vision: A community that is entirely connected through transport.

Mission: To support all members to provide inclusive, equitable and affordable transport to the community.

Advocacy Platform: Equitable access to safe, high-quality, reliable transport.

Membership: Any organisation with an interest in progressing equitable and inclusive access to transport.

Strategic Focus Areas and Outcomes

- Conduct primary and secondary research & consultation.
- Formulate evidence-based policy positions on key issues.
- Build strategic alliances to amplify CTO's advocacy voice.
- Target strategic leverage points to maximise advocacy impact.



Advocacy

The CTO is a strong and persuasive voice for change, advocating for a fairer, more inclusive society through transport equity.

Membership



The CTO has a thriving, engaged and well-supported membership base.

- Update membership structure & promote membership opportunities to new cohorts.
- Deliver sector support in priority areas for members.
- Deliver sector conference/s.

- Develop and deliver on a 5-year financial plan with realistic revenue targets from diversified sources.
- Explore opportunities to offer revenue-raising member services.
- Ensure membership fees are affordable and represent value for money.



Financials

The CTO has a secure financial future and the capacity to grow.

Governance



The CTO has an effective governance structure with the requisite skills, experience, and capability to deliver on the CTO's mission and strategic goals.

- Review the CTO Board structure.
- Ensure the Board is representative of the membership base and has capacity to support the CTO's longer-term strategic goals.
- Recommend constitutional change where needed.

Approach

The CTO will advocate on issues relevant to NSW including federal issues and issues that NSW has in common with other states and territories. It will advance its strategic goals through mutually beneficial partnerships, building alliances with like minded organisations and agencies within NSW and beyond. The CTO aims to deliver a strong value proposition for members in the transport equity space.



Values

- We **care** about all people.
- We **support** our members.
- We **advocate** to government.
- We **respect** our staff, members and the wider community.
- We **innovate** and adapt towards change.
- We always act with **integrity**.