



ATA's 2010-11 Business Plan in Summary

The Alternative Technology Association, now in its thirtieth year and with over 5500 members, is a not for profit organisation which exists to connect, inspire and assist people to make sustainable choices in their homes and communities. Publisher of the magazines *ReNew: Technology for a Sustainable Future* and *Sanctuary: Modern Green Homes*, the ATA brings together the experience of people aspiring to sustainable lifestyles and advocates strongly for effective government policy and industry action.

The 2010-11 financial year represents the first year of a five year Strategy which will:

- **Strongly grow** our reach and impact,
- By **increasing** membership and magazine distribution, developing new partnerships and relationships,
- While **investing** in our people, processes and systems, and
- **Maintaining** financial sustainability to support this objective.

Some key targets for 2010-11 include:

- a total of 6000 members by the end of the financial year, a growth of 9%;
- *ReNew* sales per edition 12,400 (2,400 subscriptions plus 10,000 newsagency); and
- *Sanctuary* sales 7,900 to 8,500 (2,900 to 3,500 subscriptions plus 5,000 newsagency).

We will also update the ATA website, focusing the site on who we are, what we do, and how people can support and be part of the ATA – complementing our new stand alone websites for *Sanctuary* and *ReNew* magazines. We will also examine how the ATA can use social media as a mechanism for creating community, attracting supporters and exerting influence.

In terms of projects and advocacy, the focus of our attention for 2010-11 will be on areas where ATA has a clear niche role. These include small and community scale wind, solar microgeneration, energy efficiency, demand management, and grey water and other alternative water sources. This will be a year of a federal and two state elections, so our advocacy work will need to be effective and grounded in our strong knowledge base.

2010-11 will also see us continue to roll out village lighting programs in Aileu (Timor L'este) and to investigate a range of other regions and villages, complete the AusAID solar training project, while looking to develop new partnerships and secure funding for 2011-12 projects.

From a strategic perspective, we will take the opportunity in 2010-11 to review our future level of activity in East Timor, while examining possible future activities in the region and continuing to explore the possibility of partnerships with Bushlight Power and Indigenous Community Volunteers (ICV) to deliver small scale solar projects in remote parts of Australia.

As part of our focus on financial sustainability, we will be looking to grow our philanthropic revenue stream and program of activities, developing new partnerships to attract funding, and at the same time developing our project capacity across a range of activity areas.

The year ahead will also see us look at a range of “back room” improvements which will help us serve our members and the community better, investing further in our internal processes and systems to support these developments. New approaches to managing our substantial intellectual property, to effectively delivering our member advisory services, and greater attention to effective management of projects and project resources, will be developed and implemented.