



ATA Five Year Vision 2010-2015

Vision

Communities which grow and prosper in balance with natural ecosystems, living sustainably through the improved use of technology and practices to better manage our natural resources.

Mission

ATA exists to connect, inspire and assist people to make sustainable choices in their homes and communities.

From 2010 to 2015 we 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.

Our Aspirations for 2010 to 2015

1. **ATA is a highly trusted and sought after source of knowledge, expertise and inspiration on emerging sustainable technologies and practices for households**

We maintain an independent, growing and credible knowledge base built on the practical experiences and technical expertise of our membership and staff.

We develop our advisory services such that our knowledge base is available to all members and partners through a combination of innovative approaches including our publications, our advice services and website.

We continue to provide inspiration by working to showcase new and alternative sustainable technologies and practices, for example through our International Projects or through development of community renewable energy or water applications.

2. **ATA provides high-value services to a growing network of members and branches, and greater avenues for member engagement. ATA will continue to increase the demand for our products and services; already reflected in growing membership, magazine sales, project revenue and product sales.**

ReNew and Sanctuary each dominate their publishing niche with distribution above 40,000 and are available on-line through an interactive and effective web presence.

New categories and avenues for ATA membership see our membership grow past the 10,000 mark, with branches active in all states and territories.

3. **ATA will represent the interests of members and households by actively advocating for stronger policy and action on sustainable technologies and practices.**

ATA offers a major and “sought after” perspective on all aspects of household sustainability – a regular participant in policy debates and a positive voice in the mainstream media.

4. ATA will continue to grow and maintain a strong network of partner organisations including government, NGOs, educational institutions, community groups, thought leaders and key influencers.

We are widely perceived as a trusted and ethical partner, have several key growth partners who have dramatically increased our memberships and subscriptions, and have a diverse and growing range of funding partners in line with our mission, vision and values.

We are working with several educational institutions on research and curriculum, with all key national environment groups to represent our niche interests, and supporting our members and branches to work with local sustainability groups.

5. ATA cultivates a positive and enjoyable working environment, is well managed, financially independent and secure.

Positive workplace measures including: above industry average staff retention, below industry average sick days per person; and positive responses to staff satisfaction surveys.

Exceptional people management including: clear and well documented procedures, a low percentage of un-necessary administrative burden, and a well run staff training program addressing identified skill gaps.

A strong and growing financial position including: a diverse variety of income streams ensuring stable and growing revenue, growth in retained earnings to \$500k, secure budget allowing a growing capacity to undertake “discretionary” projects.

Our Values

- We share a passion for the environment, and see the need for action in the face of the worldwide environmental crisis
- By sharing sustainable technologies and practices for use in our homes we can inspire others and make a significant difference to the future of the planet.
- We focus on cutting edge, practical solutions based on experience.
- We value fairness, honesty, participation and collaboration.
- We are thorough and independent in our investigations and apply professional standards to our work.