

# **CBAV Strategic Plan**

## **The Aim of this Plan**

To continuously grow and enhance the Melbourne waterways tourism experience as a major national and international visitor attraction.

## **Our Mission**

- Industry advocacy and representation.
- Increase the effectiveness and the voice of the industry.
- Increase public access to Melbourne's waterways.
- Increase visitation and enhance the visitor experience on Melbourne's waterways.
- Increase the activity of a vibrant waterfront precinct.
- Seek and promote a stable, viable and sustainable market that encourages quality development, employment and economic activity through out the precinct.

## **Values**

- Industry Leadership.
- Safety Management.
- Protection of the Environment.
- Code of ethics.
- Professional training and development of personal.
- Ambassadors and supporters of Melbourne's waterways and activities on the waterways.

## **Goals**

1. Communicate and promote the value and benefits of our industry.
2. Encourage membership and represent a united voice of the tourism passenger boat industry.
3. Encourage the development of a stable, viable and sustainable market/ industry.
4. Develop, nurture and enhance industry relationships with all stakeholders and government agencies on all levels.
5. Work towards delivery of key common objectives.
6. Support continuous improvement of industry and standards.