



**STRATEGIC PLAN  
AND STATEMENT OF  
PURPOSE  
2022-2024**

## TMAA - THE VOICE OF THE TRAFFIC MANAGEMENT INDUSTRY

### OUR PURPOSE

The Traffic Management Association of Australia (TMAA) is the peak body for Traffic Management. The TMAA represents the Traffic Management and Traffic Control industry throughout Australia.

The TMAA represents a total cross section of industry providers from small regional businesses to national traffic management companies working across all states and all road and infrastructure projects. The continued growth of traffic management across the nation is a direct result of the growth in government and private projects currently under development and planned for the future.

Traffic management companies and traffic controllers across the country work in a range of multi-billion dollar infrastructure, recovery, relief and rebuild projects. We represent all aspects of works projects: repair, emergencies, events, utilities, building and construction and protection.

### VISION

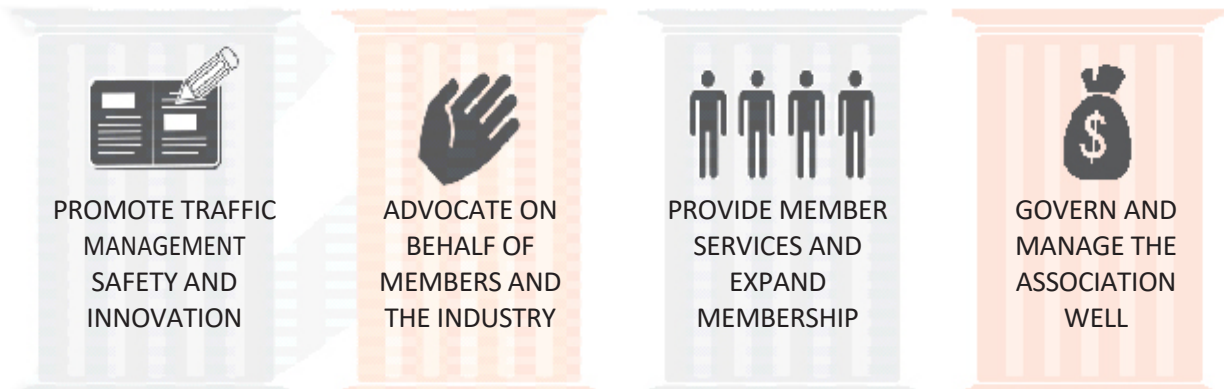
The TMAA's vision is a safe and zero-harm traffic management industry across Australia.

### MISSION

The TMAA's mission is to lead, unify, grow and achieve best practice within the traffic management industry on behalf of members.

### TMAA'S 4 PILLARS OF ACTION

In order to achieve its Mission, TMAA will:



1

**Promote traffic management safety and innovation**

Develop, implement and support safety campaigns for traffic management

Run joint promotional campaign for National Road Safety Week

Influence harmonised traffic management industry standards and practices

Commence process of industry guidelines

Encourage safety innovation

Research and explore international standards and developments

2

**Advocate on behalf of members and the industry**

Implement and operationalise national harmonisation process training and national prequalification

Tendering, procurement prerequisites and contracts

Enable ARRB independent industry survey and communicate results to members

Liaison with colleague organisations e.g.

Safework, Road Authorities, CCF, Roadmarking Industry Assoc Aust, AFPA, Roads Australia, Ausroads, SARAH, NHVR, ALGA, PM and DPM offices, Infrastructure ministers, police, councils

Leverage growth through increased profile of TMAA and its members

Investigate industry costs and constraints e.g.

Fuel levies Workforce Fair Work and industrial relations representation

Submissions, perhaps jointly

3

**Provide member services and expand membership**

Conduct events and investigate continuing professional development

Run TMAA Conference annually

Develop national CPD program when training is national

Develop and run annual Division events calendar

Annual TMAA Gala Awards

Regular state meetings (senior leader attendance)

Consider NZ joint event

Continue member communications Member Newsletter

Traffic Controller Newsletter Paid Subscribers

Magazine

Provide information and resources Template documents

Technical document interpretation advice

Safe workplace statements

YouTube videos Chat group FAQs Boost member portal

Foster business skills and acumen through advice

Business growth assistance eg cashflow

Statutory obligations eg superannuation Member company and individual criteria

Registered under road authority

Pass prequalification standards

Code of Conduct and member discipline

"Aware, informed and ethical businesses"

Traffic Management Design and CPD points to individuals

Promote years of membership: founding, 10 years, etc

Points system for business as move towards accreditation

Retain and engage current members

Maintain quality database including non-members

Employ TMAA Membership Officer

Support Divisions

Research opinions and needs of members

Review membership fees and value-for-money

Recruit new members

New member campaign

Six months complimentary membership for TC companies only

Bring together industry leaders and founders

Work with Associate Members

Liaise with potential suppliers and existing suppliers

Suppliers to offer member-only discounts

Consider insurance scheme; PPE; vehicles

Assist individual traffic controllers. Possibly 40,000 individuals

Be a single point of contact

Build database of workers

Add value to individuals

Invite individuals to be paid subscribers

Traffic controller forum

International liaison

Study tours

4

**Govern and manage the association well Governance**

Hire Membership Officer and consider expanded staffing

Develop succession process including talent identification and mentoring for Board & Staff

Confirm Board / Officer Bearer roles

Maintain staff organisation chart

Review membership categories, especially largest operators

Allow all election voting to be electronically, not postal mail.

**Budget and annual Finances**

Aim for \$500,000 equity by mid-2024

**Maintain a surplus and reserving policy**

Seek more grants.

ROC audit requirements and compliance.



**TRAFFIC MANAGEMENT ASSOCIATION OF AUSTRALIA**

**[www.tmaa.asn.au](http://www.tmaa.asn.au) | [tmaa@tmaa.asn.au](mailto:tmaa@tmaa.asn.au) | 1300 798 772 | PO Box 1645 Carindale QLD 4152 ABN: 31 212 135 038**