

Turnaround Management Association, Australia Inc 2018 Strategic Plan

TMA Australia has market recognition as the premier industry body comprising capital, advisors and sponsors to turnarounds.

This paper outlines the strategy of TMAA in the period to 2023, and provides a clear set of responsibilities for implementation in the near term to drive that strategy.

Background

TMAA now comprises more than 750 members with growth trends of about 10% per annum, doubling in size in the past 5 years. We are well supported by capital and investment houses and have attracted strong NextGen support. We remain one of the fastest growing and largest chapters in TMA Global.

We recognize that the TMAA needs to continue delivering across its social citizenship, education, training, networking, thought leadership and membership programs. It will continue to publish ethical and best practice guidelines, give year in review and update reports on developing situations and will promote success stories via publications, presentations, media interviews and grassroots discussion across the membership.

TMA Australia aims to remain the leading voice for turnaround across business, government, investors, sponsors and advisors in Australia. It remains a broad church of representatives across each of these sub-market segments.

Initiatives, Ideas, Tasks and Targets

The period to 2020 should include the following initiatives, ideas and targets

- Thought leadership

- TMA Australia will continue to be active in helping advisors and boards understand best practice in delivery of Safe Harbour principles and in development of new concepts and understandings in respect of turnaround principles in the market.
- TMA Australia will help shape next generation changes in legislative frameworks and in the governance programs of boards and investors into special situations.

- Membership and Strategic

- At least increase membership on a year on year basis
- Improve diversity of membership (particularly adding value propositions for managers (interim managers, turnaround managers, CEOs and other C-suite players), investors, SME Bankers, and moving to ensure a strong cross gender representation in the membership
- Ensure internal governance, financial management, insurance and corporate responsibilities are maintained by the executive and general management team
- Strong representation of Australian interests at both a TMA Global and TMA Asia level, assisting to maintain a consistent profile and delivery of opportunities around TMA chapters
- Encourage support from similar industry bodies with complementary membership interests, especially those with education, member needs and training likely to be turnaround driven

- **Sponsorship**

- To diversify the cash support for TMA Australia membership initiatives from fees to a broader contribution from corporates, funds, banks and other beneficiaries of the TMA Australia message. This will include sponsor support similar to the support given in USA chapters, which have also seen a similar diversification of funding support.
- To ensure the value proposition to members and sponsors remains aligned. For example, to align with values and sponsors of TMA Australia's social citizenship initiatives (eg Foodbank). Key is to have a turnaround of a situation, whether financial, social or community at mind when aligning sponsors.

- **Education**

- The UTS course has a coordination with senior members of TMA Australia. We will ensure the quality and constancy of the course remains strong and relevant.
- The course can and will be expanded to include appropriate governance, ethical, project management and other skillsets possessed by an experienced turnaround manager
- TMA Australia will share in the development of intellectual property, fees, fellowship of graduates and reach of turnaround planning arising from a successful deliver of the course
- TMA Australia will also focus on the CTP accreditation to continue to build a breadth of turnaround experienced advisors

- **Events**

- Annual conference and dinner will continue to be promoted and developed with the highest profile market and policy participants. The event is both a drawcard an important contributory to the TMA Australia message and ability to function as an industry body.
- State Events – considered an extremely important networking, information exchange and forum for collecting ideas. We see Capital Meets Turnaround and signature State events as compelling opportunities for promoting these initiatives.

- **Communication and technology**

- Website upgrade is under review, along with webinars, data analytics, communication forms and other technologies to deliver the message

- **Social Citizenship Strategy**

- Foodbank – create an alignment and participation at national and State levels by promoting Foodbank, including Foodbank and its sponsors in signature TMA Australia events, encouraging corporate members and sponsors to provide pro bono services to Foodbank and individual members in providing time supporting its initiatives.