



The Crane Industry Council of Australia
ABN 73 002 565 773

PO Box 136
Mt Waverley Vic 3149
(43 View Point Ave,
Glen Waverley Vic 3150)
Tel: 03-9561 5033
Fax: 03-9561 5088
Email: admin@cica.com.au
Website: www.cica.com.au

MEDIA RELEASE

For Immediate Release: 9 February 2009

CICA progresses industry strategic planning process

A CICA industry survey was issued in December to seek valued stakeholder contribution to assist CICA map-out its future success

“Now more than ever we need to be mindful of the road ahead,” stated Alan Marshall, The Crane Industry Council of Australia (CICA) Chief Executive Officer. “Australia, along with the world, is facing the biggest economic challenges the ‘baby boomers’ generation has seen with the onslaught of the global financial crisis,” added Alan.

“On a positive note, CICA has committed to updating its key strategies and action plans for the future by undertaking a fresh strategic planning process. In addition to a comprehensive stakeholder survey program, the CICA Board of Directors will review all input and go through a Strategic Planning Workshop in Perth mid February as an extension to the normal Board Meeting,” said Alan.

“While it is somewhat premature to be commenting on our plans, I am expecting that the CICA Board will be looking at strengthening our ‘flagship’ CraneSafe program; improving member products and services; enhancing our industry issues representation and lobbying program; and endeavouring to increase membership levels - to name a few major issues,” stated Alan. “So CICA is set to step up its influence and deliver increased member benefits.”

John Gillespie is the highly-respected, long serving CICA Board Member and current President, having been on the CICA Board for over 20 years in various capacities. “CICA last reviewed its key plans in 2005 so it is very timely to be now committed to producing a new 3 year Strategic Plan for 2009 – 2011 and beyond,” noted John. “We have actively sought input from our Members, State Associations and our various stakeholders so we are being very mindful of our important role to represent and lead the industry,” said John. “In addition, we plan to openly report back to the industry with our agreed plans to ensure we are all on the same ship moving forward,” added John.

“CICA’s progress plans will be listed on our website www.cica.com.au, so I encourage members and all others to keep in touch as the year unfolds,” noted Alan Marshall in closing.

For further Information on this Media Release contact:

Alan Marshall, Chief Executive Officer
The Crane Industry Council of Australia

Ph: 03) 9561 5033; Mob: 0418 822 926; Email: admin@cica.com.au .

See the photos attached.

CICA is the peak, national not-for-profit association for the Australian Crane Industry. For public information on CICA’s role and activities please refer to the CICA website www.cica.com.au and/or the CICA CraneSafe website www.cranesafe.com.au , or contact the CICA national office on Ph 03 9561 5033.