



## Strategic Plan 2024-27

### MTANSW Vision

That all students in NSW, regardless of location, culture, resources, age or ability, have access to music teachers that provide quality tuition.

### MTANSW Mission

MTA supports music teachers across all settings in NSW to provide consistent, quality tuition. In doing so, the Association promotes and protects the character and status of the profession.

## Executive Summary

The Music Teachers' Association of NSW (MTANSW) faces multiple challenges, including curriculum changes, ongoing disruptions to schooling, higher education sector challenges, and broader economic issues. To address these challenges and ensure the vitality of music education in NSW, MTANSW's strategic plan for 2024-2027 focuses on advocacy, support for teachers, maintaining high standards in teaching practices, and forging strategic partnerships.

## Strategic Goals

1. Enhance Access to Quality Music Education
2. Improve Standards and Accreditation Processes
3. Forge Strategic Partnerships
4. Maintain a Future-Focused Perspective

## Strategic Analysis

### Goal 1: Enhance Access to Quality Music Education

#### Objectives

- Develop and promote an online Teacher Directory for music teachers.
- Increase membership through targeted drives and enhanced member benefits.
- Provide equitable access to quality music teachers for all students.

#### Key Activities

- **Teacher Directory Development:** With secured funding, complete the design, build, and ongoing management of an online Teacher Directory on the MTANSW website. This tool will promote members to prospective students and facilitate easy access to quality teachers.
- **Membership Drive:** Promote the value proposition for joining MTANSW through targeted campaigns, highlighting benefits such as professional development, networking opportunities, and access to resources.



- **Mentorship and Training:** Open access to the Teacher Directory for student music teachers through free student memberships to build strong relationships and awareness of standards and accreditation.

#### Metrics

- Increase in membership numbers.
- Usage statistics of the Teacher Directory.
- Positive feedback from users and members.

## Goal 2: Improve Standards and Accreditation Processes

### Objectives

- Conduct peer-led reviews of existing standards and accreditation processes.
- Promote the enhanced standards and accreditation to both teachers and students.
- Link continuing professional development to the achievement and maintenance of accreditation.
- Develop MTANSW as an approved provider of accreditation via TEQSA and NESA.
- Link with Regional Conservatoriums in NSW to provide teacher training and accreditation for their teachers
- Link with NSW universities, to help music students start the process of gaining MTANSW accreditation

### Key Activities

- **Standards Review:** Conduct a thorough review of current standards and accreditation processes to improve relevance, acceptance, and eliminate ineffective red tape.
- **Professional Development:** Survey members to identify priorities for continuing professional development and link these opportunities to the maintenance of accreditation.
- **Pathway to Accreditation:** Develop and pilot a pathway to accreditation program, positioning MTANSW as an approved provider via TEQSA and NESA.
- **Promotion and Communication:** Promote the value of enhanced standards and the stamp of accreditation through targeted communication campaigns.

### Metrics

- Increase in the number of accredited teachers.
- Member satisfaction with accreditation processes.
- Uptake of professional development opportunities.
- Successful approval as an accreditation provider via TEQSA and NESA.
- Strategic partnerships with universities and regional conservatoriums of music

## Goal 3: Forge Strategic Partnerships

### Objectives

- Establish new joint initiatives with related organisations.
- Build partnerships with philanthropic and music organisations.
- Collaborate with government bodies and unions on matters relating to music education.

### Key Activities

- **Joint Initiatives:** Collaborate with other MTAs, specialist groups, philanthropic bodies, and government departments on projects that support music education.
- **Advocacy and Communication:** Develop a strong advocacy plan to engage stakeholders and raise awareness of the importance of music education.
- **International Linkages:** Build and strengthen international relationships to bring global best practices to NSW.



### Metrics

- Number of strategic partnerships established.
- Financial and non-financial contributions from partners.
- Outcomes of joint initiatives.

## Goal 4: Maintain a Future-Focused Perspective

### Objectives

- Establish an Advisory Group to provide horizon-scanning and strategic advice.
- Maintain operational flexibility to respond rapidly to new opportunities.
- Ensure MTANSW remains informed and adaptable to future trends in music education.

### Key Activities

- **Advisory Group:** Form an Advisory Group composed of highly regarded musicians and music educators to advise on continuing professional development, standards, and accreditation.
- **Flexibility and Responsiveness:** Maintain flexibility in operations to adapt quickly to emerging opportunities and challenges.
- **Future Trends:** Regularly update the Board and members on emerging trends and innovations in music education.

### Metrics

- Effectiveness of the Advisory Group's recommendations.
- Speed and success rate in responding to new opportunities.
- Member awareness and adaptation to future trends.

## Implementation Plan

### Year 1: 2024/25

#### NSW Parliament Inquiry:

Engage with the Joint Select Committee on Arts and Music Education and Training in New South Wales. Public submissions are open until 25 July, and the Committee will report by 29 November 2024. The Inquiry provides a catalyst for MTANSW to position itself for a lead role post the Inquiry Report.

#### Steps to Position MTANSW Post-Inquiry:

- Focus on the organisation's core business, support, and standards for quality music teaching.
- Enhance resources (information, expertise, and financial) to take a leadership role.
- Aim to set and hold custodianship of quality standards and accreditation for music teachers.

#### Teacher Directory Launch:

Complete the development and launch the online Teacher Directory and initiate the membership drive.

#### Standards Review:

Begin the review of standards and accreditation processes.

#### Pathway to Accreditation:

Develop and pilot the pathway to accreditation program, including necessary applications to become an approved provider via TEQSA and NESAS.

**Advisory Group:**

Establish the Advisory Group and initiate strategic partnerships.

**Early Engagement Initiative:**

Implement the Early Engagement initiative in partnership with the Sydney Conservatorium.

Steps for Early Engagement Initiative:

- Offer MTANSW student memberships to second-year undergraduates at the Sydney Conservatorium.
- Host a function at the Conservatorium to promote the partnership between student leaders and MTANSW faculty members.
- Develop a proposal to integrate MTA accreditation with the completion of a BMus degree.
- Create and manage an MTANSW space on the Canvas platform for fourth-year students.

**Excellence in Teaching Awards:**

Announce and promote the New South Wales Music Teacher Award, call for nominations, and organise the award ceremony.

**Year 2: 2025/26**

- Promote and enhance the Teacher Directory based on user feedback.
- Implement changes to standards and accreditation processes.
- Utilise the MTA Conference to broaden association awareness and grow membership
- Extend the conversation after the conference
- Continue building Early Engagement initiatives and expand into regional areas
- Continue building and leveraging strategic partnerships.
- Review and enhance the Excellence in Teaching Awards based on feedback from the inaugural year.

**Year 3: 2026/27**

- Evaluate the impact of the Teacher Directory and membership drive.
- Assess the effectiveness of revised standards and accreditation.
- Expand and deepen strategic partnerships.
- Continue to promote and refine the Excellence in Teaching Awards.

**Year 4: 2027/28**

- Conduct a comprehensive review of the strategic plan.
- Adjust strategies based on evaluation and feedback.
- Plan for the next strategic period based on insights gained.
- Maintain and expand the Excellence in Teaching Awards.

## Conclusion

The MTANSW Strategic Plan for 2024-2027 aims to address current challenges, enhance the quality of music education, and ensure that all students in NSW have access to qualified music teachers. By focusing on access, quality, partnerships, and future-readiness, MTANSW will strengthen its role as a leader in music education. Progress against this 4-year Strategic Plan will be kept under review by the MTA Board and communicated to members. [July 2024]