


## RESEARCH RECOMMENDATIONS

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- Focus on services, support and advocacy for SMEs
  - Engage with wider industry to improve consistency

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- Lead best practice
  - More flexible training

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- Participate in national standards process
  - Improve services and value for members

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- Find new ways of communicating to customers
  - Remain financially sustainable

## NEXT STEPS...



Engage with key industry stakeholders,  
Members and customers (Jul/Aug)



Develop strategy and key actions (Sept)



Implement plan late 2018 and ongoing