

Vision

We are relevant, credible and effective and we deliver excellent outcomes for our members

Mission

To empower members, to be an influential voice and provide value added services to the sector

Values

- > Accountability
- > Results Driven
- > Inclusiveness
- > Innovation

Strategic Priorities

VALUE-ADDED MEMBER SERVICES

- > Safeguarding members
- > Building capability
- > Responsive to changing priorities & diversity of members

ADVOCACY WINS

- > Clear definition of priority issues
- > Respected partner of government
- > Effective contribution to debates

INFLUENCE WITH STAKEHOLDERS

- > Engaging & informative events
- > Strategic, selective & extensive networks
- > Consultation, codesign & collaboration
- > Deeper & broader influence
- > Reputation

STRONG ORGANISATION CULTURE

- > Encouraging, innovative, agile & member-centric
- > Empowered decision making
- > Prioritised aligned workflow
- > Strong social capital
- > Transparent information sharing
- > Contemporary workplace
- > Developing capabilities

LEVERAGING TECHNOLOGY

- > Collection & leverage of member data
- > New modes & methods
- > Facilitating dialogue & participation
- > Evidence-based decisions

External Context

Future trends:

- > Election cycles
- > Competing bodies
- > Social media & technology impact
- > Economic pressures
- > Environmental pressures

Member needs:

- > Maintaining relevance
- > Meeting increasing community expectations
- > Immediate, clear communications
- > Responding to changing priorities
- > Building capability

Internal Context

Strengths:

- > Dedicated skilled people
- > Diversity of tailored services
- > Quality deliverables

Opportunities:

- > Clear focus
- > Innovative, positive & agile culture
- > Broad stakeholder engagement
- > IT capability

Metrics

- > Member satisfaction
- > Recognised as the peak body for the sector
- > Staff engagement