Strategic Plan 2014

Adopted: March 2014

Mission

To make the world a better place through architecture.

Purpose

The Australian Institute of Architects exists to enhance the cultural, environmental and economic well-being of the community by:

advancing contemporary practice and the professional capability of members, and

advocating the value of architecture and architects.

Values

In meeting the needs of all our stakeholders we will operate in ways that promote:

One community
embracing ***diversity*** and ***open communication***

Innovation
demonstrating ***leadership*** with ***courage*** and ***creativity***

Accountability
acting with ***integrity***, ***responsibility*** and ***sustainability***

Respect
relating with ***empathy*** and ***recognition*** of effort

Collaboration
working together with ***trust***, ***transparency*** and ***fun***

Vision

With the perspective of our stakeholders as paramount, we will create an Institute that members value, in partnership with organisations that are strong and aligned with our vision.

Our substantial and effective public policy on architecture and the built environment will influence governments, and the community will understand and value the leadership given by the architectural profession.

We will engage in a highly effective way with all our stakeholders and exhibit exemplary employment practices and the highest standards of governance.

The Institute will be an innovative, learning organisation, which acknowledges its presence and responsibility in a global context.

We will secure the future of the architectural profession through continuous knowledge development and transfer and by ensuring that members achieve excellence through life-long learning.

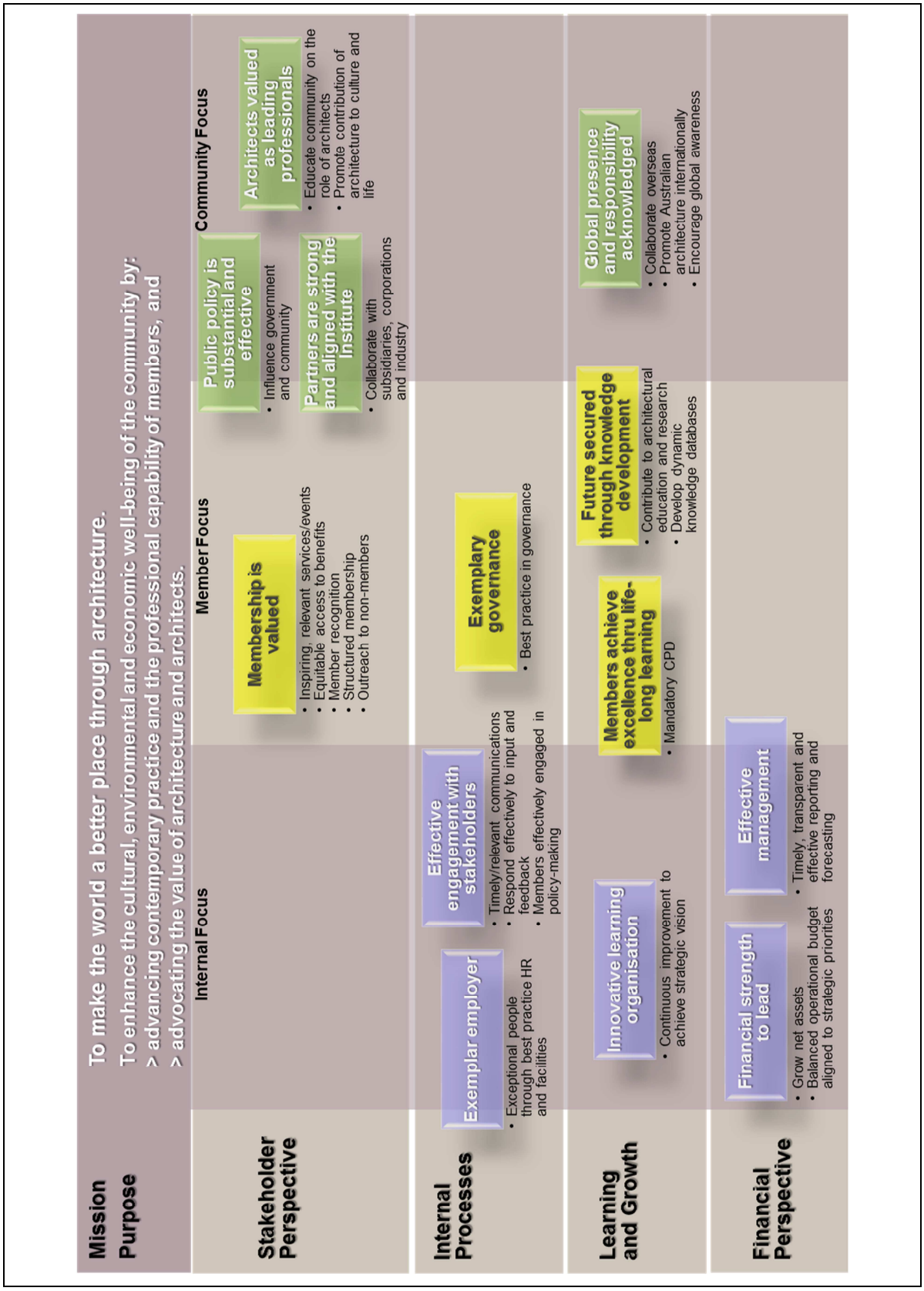
We will have the financial strength to lead, and through effective, timely and transparent management, ensure accountability to our stakeholders.

Outcomes and Objectives

Stakeholder perspective		
Outcomes	**Objectives**	
S1 Membership of the Institute is valued	S11	To deliver and promote valued, inspiring and relevant services and events to support practice, members and prospective members
	S12	To embrace diversity and ensure equitable access to the benefits of membership regardless of location, gender, age or ability
	S13	To recognise and promote members' contributions and achievements
	S14	To structure and promote membership appropriate to all career stages and circumstances
	S15	To expand outreach to non-members within the profession
S2 Partners are strong and aligned with the Institute	S21	To develop effective collaboration with subsidiaries, relevant corporations and industry stakeholders
S3 Public policy on architecture and the built environment is substantial and effective	S31	To influence government and the community to recognise and deliver quality architecture and a sustainable built environment
S4 The community values architects as leading professionals	S41	To educate the community about the role and value of architects
	S42	To promote the architect's contribution to culture and quality of life through ethical practice and design

Internal processes perspective		
Outcomes	**Objectives**	
P1 Effective engagement with members and the community	P11	To deliver effective communications to members and the community
	P12	To seek and respond effectively to input and feedback from members and the community
	P13	To encourage and facilitate members engagement in policy-making
P2 Exemplar employer	P21	To attract, engage and retain exceptional people through best practice human resources management and operating environments
P3 Exemplary governance	P31	To implement best practice in governance

Learning and growth perspective		
Outcomes	**Objectives**	
L1 Future of the profession is secured through knowledge development and transfer	L11	To influence and contribute to the development of architectural education and research
	L12	To develop dynamic knowledge databases for the benefit of members, the profession and the community
L2 Members achieve excellence through life-long learning	L21	To require members to develop their knowledge and skills through ongoing professional development
L3 The Institute acknowledges its presence and responsibility in a global context	L31	To foster links and collaborate with overseas architectural organisations
	L32	To promote Australian architecture internationally
	L33	To encourage member awareness of global issues affecting the built environment
L4 The Institute is an innovative, learning organisation	L41	To develop organisational skills and resources to lead change and achieve the strategic vision

Financial perspective		
Outcomes	**Objectives**	
F1 Financial strength to lead	F11	To grow the value of group net assets to achieve economic sustainability
	F12	To achieve a balanced operational budget aligned to strategic priorities
F2 Effective management	F21	To maximise management effectiveness through timely, transparent and comprehensive financial reporting, analysis and forecasting

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