

Strategic Plan 2013

Adopted: March 2013

Mission

To make the world a better place through architecture.

Purpose

The Australian Institute of Architects exists to:

- > advance the interests of members, their professional standards and contemporary practice, and
- > expand and advocate the value of architects and architecture to the sustainable growth of our community, economy and culture.

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.

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Outcomes and Objectives

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	Objectives		
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		
S21	To develop effective collaboration with subsidiaries, relevant corporations and industry stakeholders		
S31	To influence government and the community to recognise and deliver quality architecture and a sustainable built environment		
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		
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Internal processes perspective				
Outcomes	Objectives			
P1 Effective engagement with members and stakeholders	P11	To deliver effective communications to members and stakeholders		
	P12	To seek and respond effectively to input and feedback from members and stakeholders		
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 encourage and facilitate members engagement in policy-making		
	P32	To implement best practice in governance		

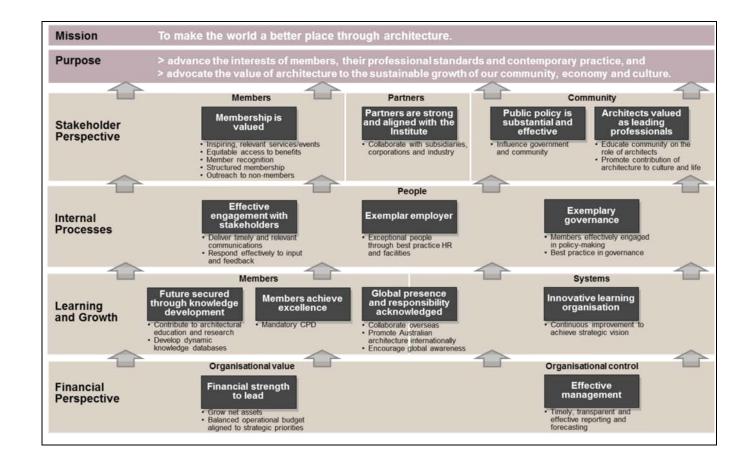
Learning and growth perspective				
Outcomes	Obje	ectives		
L1 Future of the profession is secured through knowledge development and transfer	L11	To influence and contribute to the development of architectural education and research		
	L12	To develop dynamic knowledge databases for the benefit of members, 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	Objec	Objectives	
F1 Financial strength to lead	F11 F12	To grow the value of group net assets to achieve economic sustainability 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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Strategy Map 2013



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