



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.

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 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	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



Strategy Map 2013

