

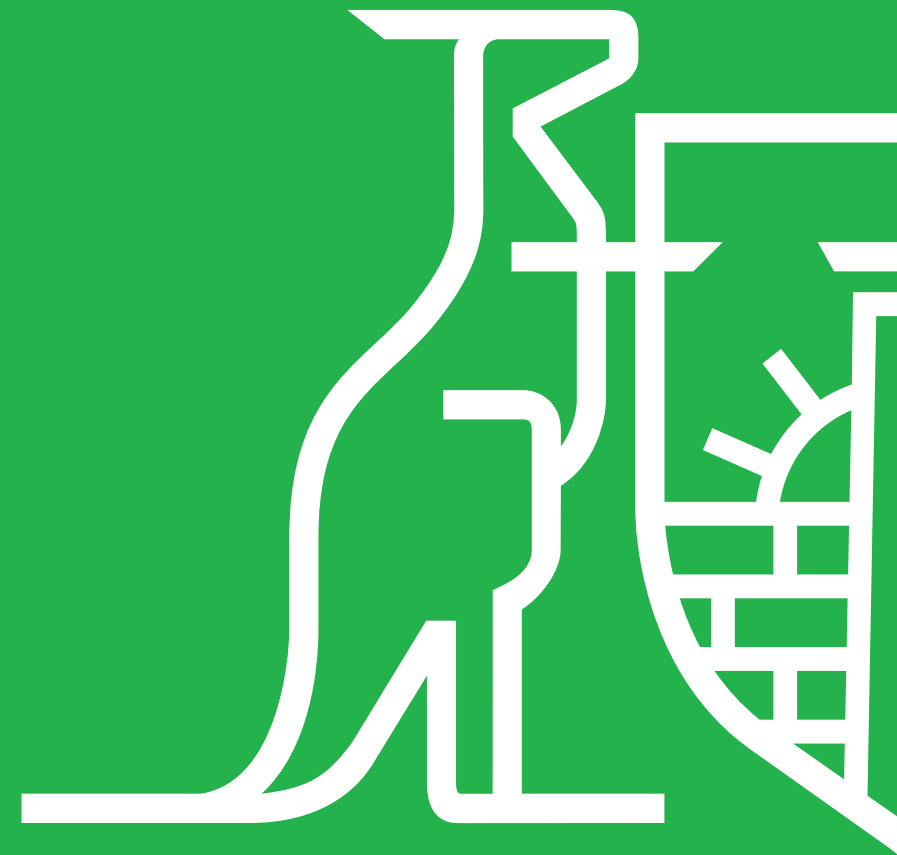


Australian
Institute of
Architects

STRATEGIC PLAN

—

2021-2023





BARRY WHITMORE

ACTING CHIEF EXECUTIVE OFFICER
AUSTRALIAN INSTITUTE OF ARCHITECTS

As the professional body for Australian architects, we have a vision that focuses on promoting the very best in architecture and our member architects, so that ALL Australians can enjoy the benefits of good design. The Institute's purpose therefore is to advocate for the profession itself and delivering the best support for our members, so that they can in turn go about making a real difference in the lives of people that procure their services.

The way we live and work has changed, and we must be agile in order to stay relevant and reflect the current interests of our members. Whether it's engaging with new technologies, explaining updated regulations, adjusting our member support to reach more people as we live through a pandemic or planning how our offering should look in a post-COVID world, this plan looks forward, not backwards.

Giving architects the tools to engage more clients, promote their work and deliver best practice; responding even more quickly on key matters of legislative and socio-economic change; showcasing the value of good design and how great architecture can improve the environment and our communities – these are just a few of the paths to realising our vision; that everyone benefits from good architecture.

This strategy takes our vision and purpose and maps the way to activating a number of key initiatives over the next few years so that together, we have the strength to do more, for our members and the public they serve.



TONY GIANNONE

NATIONAL PRESIDENT
AUSTRALIAN INSTITUTE OF ARCHITECTS

With our core purpose being to demonstrate the value of good architecture and that of our 12,000 member architects, it's important that we not only support the profession in this respect but also lead the broader conversations that effect the wider community. Our focus then is to engage with more local and national leaders, industry colleagues and our members to determine the key priorities and help to create space in the agenda for architects and architecture.

Our proven track record in doing so is obvious and meaningful with our thought leadership around social and affordable housing, real action on climate change, building safety and Australian heritage in the built environment to name a few.

We're also committed to engaging with First Nations people and aligning our policy approaches with First Nations priorities. An important part of this strategy is recognising the value of indigenous voices in our community and nurturing emerging First Nations designers, as part of Australia's largest connected community of architects who collectively seek to make a genuine difference in the lives of individuals and the greater Australian community.

STRATEGIC PLAN



VISION:

Everyone benefits from good architecture.

PURPOSE:

To demonstrate the value of architecture and support the profession.

TIMEFRAME:

Present – 31 December, 2023

RESPECTED LEADERSHIP	ADVOCACY WITH IMPACT	DELIVER MEMBER VALUE	STRONG AND VIABLE INSTITUTE
<p>1.1. We will be a thought leader and source of insight on issues affecting the built environment.</p> <p>1.2. We will be a valuable source of insights, inspiration, and guidance for the evolution of the profession.</p> <p>1.3. We will lead by example on respectful relations with First Nations Peoples.</p> <p>1.4. We will make a powerful contribution to the community on behalf of the profession.</p>	<p>2.1. We will work with government regulators and industry organisations to produce a better built environment.</p> <p>2.2. We will promote the value of using an architect to the end consumer.</p> <p>2.3. We will align our policy and advocacy approaches with First Nations values and priorities.</p> <p>2.4. We will build relationships with external organisations to better advocate for First Nations priorities.</p>	<p>3.1. We will deliver the right value to the right people at the right time.</p> <p>3.2. We will grow an active architectural community that people want to be engaged in</p> <p>3.3. We will embrace contemporary ways of recognising and showcasing the work of members.</p> <p>3.4. We will provide useful and compelling continuing professional development opportunities for every step of an architect's career journey.</p> <p>3.5. We will work to anticipate members needs and deliver guidance and support to the profession on responsibilities to First Nations Peoples and their Countries.</p>	<p>4.1. We will ensure the financial sustainability of the institute.</p> <p>4.2. We will ensure the institute represents the breadth of the profession.</p> <p>4.3. We will ensure our membership model responds to the evolving needs of our profession.</p> <p>4.4. We will ensure a sustainable and nimble association through strengthening key organisational enablers.</p>

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