

# IAP2 Australasia STRATEGIC PLAN

Strengthening engagement, advancing practice  
to 30 June 2021



## Vision

Communities shaped by people

## Mission

To advance the practice of community and stakeholder engagement through education, advocacy and building partnerships

## Values

Inclusion, Transparency and Respect

## Our Three Pillars

- Advocating for engagement
- Strengthening engagement networks
- Advancing professional development

## Current Statistics

9,589  
members



at the heart of  
everything we do

4,281



people trained  
FYE 2020

1,160



professionals  
attended Local  
Network Events

666



IAP2A Certificate  
in Engagement  
graduates

334



members across  
4 Communities  
of Practice

21



2019 Core  
Values Awards  
presented

12



professional  
development  
programs

2



conferences  
(Aust & NZ)

Quality Assurance  
Standard



for Community and  
Stakeholder Engagement



# IAP2A STRATEGIC PLAN

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## STRATEGIC PILLARS

### KEY OBJECTIVES

### KEY MEASURES

#### Advocating for Engagement

1. IAP2 has a strategic advocacy program in place to influence the decision makers and other key stakeholders.
2. IAP2A is the go-to organisation for resources, research and advice.
3. The rigour behind Community Engagement is valued and recognised as a skill set by key stakeholders.
4. Strengthen the evidence base through research by working with key partners.
5. Good practice is recognised and valued by the IAP2A Assessment Audit.
6. Develop strategic relationship with the United Nations (UN) to increase knowledge and understanding of community engagement.

1. Advocacy program developed in consultation with IAP2 International and approved by the Board for implementation by mid-2019.\*
2. A living suite of resources available from late 2018, including case studies with tangible outcomes and evidence of capacity building and transformation. A review of the Quality Assurance Standard is completed early to late 2019.\*
3. By mid-2018, a Research Plan has been developed and approved by the Board.
4. By early 2019, IAP2A together with key partners is contributing to economic research that provides a Return on Investment for Community Engagement.
5. IAP2A Assessment Audit developed and approved by the Board and launched by early 2020.\*
6. By late 2019, partnership formalised with the UN.

#### Strengthening Engagement Networks

1. Our members are at the heart of everything we do.
2. Members are engaged, contributing to and building the practice, both within Australasia and internationally.
3. Young professionals are encouraged and supported.
4. Strengthen and grow relationships with other professional organisations.

1. A strengthened culture of a Membership Centric Organisation is confirmed by our Members annually, via feedback opportunities and the formal Member survey.
2. A living calendar of **100+ annual activities** to build the practice and share learnings through a range of events, forums, workshops, networks and other opportunities, both within Australasia and internationally, is driven in partnership with our members, and published by IAP2A.
3. By mid-2018, we are working with young professionals to develop the Young Professionals program.
4. By late-2019, strategic relationships in place with two key targeted organisations to enable collaboration on shared strategic objectives.

#### Advancing Professional Development

1. IAP2A has recognised pathways for professional development.
2. IAP2A training programs to pursue Australian and New Zealand tertiary standards.
3. We have an IAP2A professional recognition program.
4. IAP2A offers a suite of other professional development opportunities.
5. An IAP2A mentoring program is available to advance and strengthen the practice.
6. IAP2A builds relationships with the tertiary sector to encourage the development of a post graduate qualification.

1. Review of IAP2A learning pathways completed by June 2018, with clear professional development pathways for entry, mid and advanced level practitioners.
2. Subject to the above review, the IAP2A Certificate in Engagement will be developed to meet the Australian and New Zealand tertiary standards by late 2018.
3. Professional Recognition Program that links to IAP2 learning pathways and recognises prior learning, is to be considered as part of a global IAP2 initiative.
4. IAP2A introduces targeted short courses and workshops in both online and traditional learning formats by early 2019.
5. Mentoring program framework and resources are developed by early 2019.
6. By late 2019, IAP2A has strategic partnerships in place with two Universities.

\*Dates revised to allow IAP2 Australasia to work in collaboration with the IAP2 International Change Initiative, and may be subject to further review.