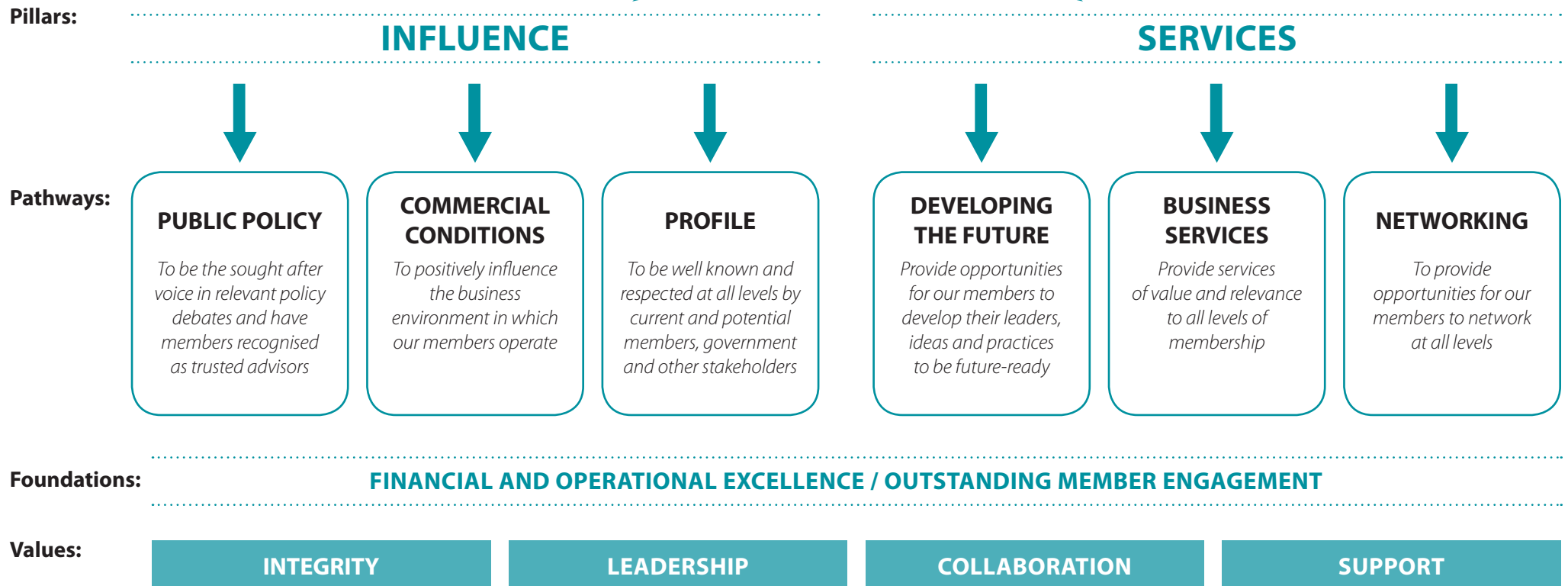


CONSULT AUSTRALIA STRATEGIC PLAN 2017 – 2020



Vision: *Australia is a world leader at providing a sustainable built and natural environment*

Mission: *To build the success of members by being the key voice, shaping agendas and promoting and facilitating excellence in industry.*



CONSULT AUSTRALIA STRATEGIC PLAN 2017 – 2020

	POLICY	COMMERCIAL CONDITIONS	PROFILE	DEVELOPING THE FUTURE	BUSINESS SERVICES	NETWORKING
2020 GOALS	<ul style="list-style-type: none"> • Seen as a thought leader and be called on by governments for advice • Makes a strong contribution to relevant policy areas • Can influence governments at all levels 	<ul style="list-style-type: none"> • Better regulatory and contractual conditions for members with major public and private sector clients • Sensible standardisation of contracts with reasonable terms • Major clients seek to negotiate with CA 	<ul style="list-style-type: none"> • Respected and strong brand in the industry and community • High profile CEO and senior staff • Demonstrated brand clarity • Regularly included in major mainstream media • Strong social media presence 	<ul style="list-style-type: none"> • Training and events that focus on developing the next generation of leaders • Successful ASPAC Leadership Conference • Strong FutureNet program in all States including FNBL • Strong focus on innovation and supporting members' future business needs 	<ul style="list-style-type: none"> • Broad range of inclusive and add-on services with high levels of uptake • Services assist members run more profitable businesses • Services protect members industrial and business interests • All commercial services run profitably 	<ul style="list-style-type: none"> • All commercial events are run profitably • Networking opportunities provided for a broad range of staff in member's firms • Opportunities provided for members to network with private and public sector clients
FY18 NATIONAL OUTCOMES	<ul style="list-style-type: none"> • Four thought leadership reports produced and leveraged appropriately • Appropriate responses made to relevant government processes • Develop international policy agenda • Strong relationships developed with Federal government and opposition/minor parties • Strong member satisfaction with policy work as identified in Member Survey 	<ul style="list-style-type: none"> • Updated suite of Contracts and risk based Practice Notes • Develop Defence agenda and relationships • Develop procurement website 	<ul style="list-style-type: none"> • At least 40 positive mentions p.a. in mainstream media • CEO/staff sitting on appropriate boards or committees • Speaking engagements secured for CEO/senior staff at 10 high profile events p.a. • Strong social media presence developed and monitored by appropriate staff • Website/digital presence and capability upgrade 	<ul style="list-style-type: none"> • "Future thinking" to be key element in ASPAC Leaders Conference • Develop relationships with relevant future thinking organisations • Develop resources for members to consider new technologies/business models • Strengthen Innovation Roundtable activities 	<ul style="list-style-type: none"> • Run National education courses profitably • Increase uptake of ConsultED • 10% increase in participation in PPS (baseline 34) • Maintain participation in Salaries Survey • Increase uptake ConsultHR by 10% (baseline 19) • Investigate and implement at least two significant new services • Review suite of Practice Notes 	<ul style="list-style-type: none"> • Increased participation at ASPAC Leaders Conference by 10% (baseline 50) • Increase Cocktail Party attendance by 10% (baseline 110) and increase client participation • Diversify firms' entries in Awards by 10% (baseline 28 firms) • Large Firms Forums attended by 70% CEO/MD's • Meet national sponsorship budget
FY18 DIVISIONAL OUTCOMES	<ul style="list-style-type: none"> • A range of activities conducted to leverage off national thought leadership work • Div. advocacy agendas developed and prosecuted • Strong relationships developed with State government and opposition • At least one State based thought leadership/major policy document produced & leveraged 	<ul style="list-style-type: none"> • Strong relationships developed with key agencies and client groups • Run major event to leverage procurement expertise • Develop and run campaign around one relevant procurement issue 	<ul style="list-style-type: none"> • At least 10 mentions p.a. in State print media (KPI) • Strong brand recognition acknowledged in member firms at various levels as demonstrated through local engagement • Strong social media presence developed through twitter/LinkedIn 	<ul style="list-style-type: none"> • FutureNet/FNBL developed as appropriate (indiv. baselines) • Increased attendance at FutureNet events by 5-10% (indiv. baselines) • Develop partnerships with Universities • Run relevant training on new technologies/business models 	<ul style="list-style-type: none"> • Actively promoted and encouraged uptake of key services • State events/education courses run profitably 	<ul style="list-style-type: none"> • Networking opportunities provided for a broad range on staff in member's firms at least quarterly • Increased attendance at State CA events by 5-10% (indiv. baselines) • Increase client participation at all events • Meet agreed State Sponsorship targets