

Australian Institute of Architects

STRATEGY
2018—
2020

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Australian
Institute of
Architects

YOUR INSTITUTE

“Our new strategy positions the Institute to further enhance and champion the unique value of architecture and the crucial role architects play in shaping the best future for our built environment. It will see us promoting a strong architectural profession and speaking out authoritatively as the public voice for architecture. This is a robust and ambitious strategy, built through close consultation with our members to align our work seamlessly with what matters most to the membership we serve.

It prioritises the delivery of six strategic goals with measurable indicators of achievement, enabling enhanced transparency and accountability in our performance. Defining our work around core activities will assist the Institute to maintain focus and effectively allocate resources to mission-critical programs. It puts the Institute firmly on an exciting path to successfully support our members and the profession in 2018 and beyond.”



— Jennifer Cunich,
Chief Executive Officer

INSTITUTE STRATEGY 2018 – 2020

GOAL

To make the world a better place through architecture

VISION

A strong architectural profession that inspires clients and promotes community and the public interest through exceptional design and an ethical approach to the built environment

MISSION

To develop and promote a strong architectural profession and be the public voice for architecture

RESPECTED LEADERSHIP

- | Promote the value of architecture
- | Support and uphold education standards
- | Lead the profession
- | Champion social and environmental justice in the built environment

ADVOCACY WITH IMPACT

- | Clear agenda and priorities
- | Research capacity
- | Advocacy and campaign capacity
- | Strategic political interaction

DIRECT MEMBER VALUE

- | Revitalise practice toolsets
- | Revitalise CPD
- | Realign membership structure

STRONG AND VIABLE INSTITUTE

- | Positive values-led internal culture
- | Strong brand aligned to our mission
- | Effective communication capacity
- | Modern business practices
- | Strong governance and alignment with the profession

2020 OUTCOMES

A well regarded
and highly relevant
profession

Strong governance
guiding the
profession

Respected
advocate with clear
policy agenda

Strong member
engagement and
loyalty

Indispensable
member services

Vibrant high
capacity Institute



“The Institute has a proud legacy promoting the exceptional value architects bring to creating strong, dynamic communities and putting public benefits at the forefront of our work. This new strategy will enable the Institute to bring a greater clarity and focus to our support to members in delivering this value.”

— Ken Maher
Immediate Past President (2016-2017)



“We have shaped a vision for the Institute that will continue to strengthen the architectural profession in Australia. The new strategy sets out a clear and compelling vision for our profession that recognises the unique contribution architects make in promoting the public interest, and serving the community and clients through design and an ethical approach to delivering a sustainable built environment.”

— Richard Kirk
National President (2017-2018)



“The release of this new strategy, developed with the valuable insights and input from our membership, positions the Institute to move forward with confidence. It establishes a sound and productive direction that confers longevity to the plan and the strategic goals we will achieve together.”

— Clare Cousins
President-Elect (2018-2019)



“This future-focussed plan provides exciting opportunities for our next generation of architects as they register, set up practices and make their mark on the profession.”

— Ksenia Totoeva
EmAGN President (2017-2018)



“Embedded in this new strategic plan is a strong education focus that will set up and support students for their futures, providing opportunities across multiple career pathways.”

— Troy Borg
SONA President (2018-2019)