



Australian  
Institute  
of Project  
Management

# Strategic plan

2022-2025



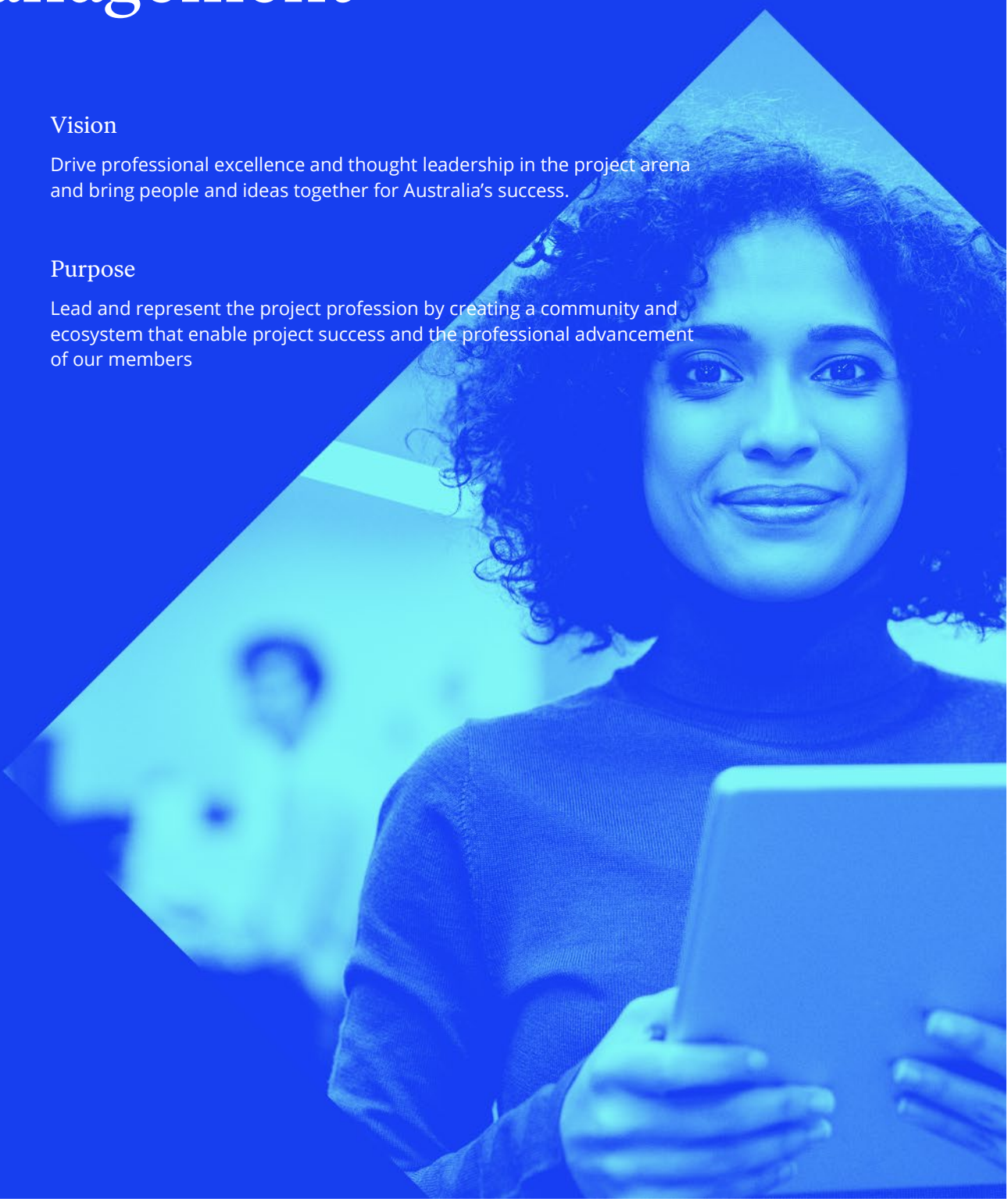
# Driving project management

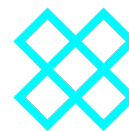
## Vision

Drive professional excellence and thought leadership in the project arena and bring people and ideas together for Australia's success.

## Purpose

Lead and represent the project profession by creating a community and ecosystem that enable project success and the professional advancement of our members





# Strategic plan objectives

2022-2025

## Professional excellence and advancement

- Deliver compelling products, services and content supporting professional excellence and advancement of members
- Maintain project management certification as a flagship product, with a progressive approach to maintain a competitive edge
- Extend product set to appeal to a greater diversity of people that touch the project profession
- Focus on delivering high-quality member experience
- Focus on high-quality content production that demonstrates thought leadership in the project arena, with constant renewal
- Adopt a digital-first approach product and service delivery.

## Ecosystem for the project arena

- Create an ecosystem for the project arena, bringing people and ideas together
- Ensure that chapters and volunteers are at the heart of the ecosystem, providing thought leadership and a personal connection to members
- Focus on reciprocal and respectful Chapter relationships focused on open and inclusive communication
- Build partnerships with adjacent professional and peak bodies, and enterprises that touch the project management arena
- Drive lean business operations, leveraging the volunteer and partner networks.



# Strategic plan objectives

2022-2025

## Member insight and engagement

- Ensure that delivering value to members and supporting their professional advancement is our primary focus
- Build a deep understanding of members and how to acquire, engage and retain them
- Leverage national and Chapter events for personal connection and digital channels to extend geographic and market reach
- Drive market expansion to adjacent professions and organisation partners in untapped sectors
- Build B2B sales and marketing capability to maintain growth in organisation partners.

## Voice for the profession

- Build credibility as a voice for the profession
- Strive for professional excellence in project management
- Improve understanding of project management and the profile of the profession in Australia
- Advocate for reforms conducive to project investment
- Drive focussed advocacy on key social issues that impact people – AIPM staff, volunteers and members.

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