



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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