



Advancing society through great engineering

... through focused action and collaboration to deliver maximum impact and benefit for ...

the members, the profession and the Australian community

... by pursuing a specific suite of strategies ...

STRATEGIC PRIORITIES

A strong professional standards framework

Supportive pathways for engineering cohorts

An effective volunteer network

Leadership on behalf of the profession

Increasing recognition of engineering value to the community

STRATEGIC OUTCOMES

Contemporary future-fit engineering professionals

A more diverse, engaged engineering cohort

Increased impact and value of the membership network

Engineering, leadership and influence for society benefit

Recognition of the Value of Engineering

... achieved through an integrated suite of initiatives over the medium term ...

- Building recognition of the value and status of Chartered engineers
- Enabling progress in world-class standards for practice
- Ensuring EA members practice ethically and competently

- Elevating the attraction of engineering to our youth
- Providing flexible education pathways for people to join and grow in the profession

- Focusing the expertise and experience of members on key challenges for society and the profession
- Sharing new knowledge and practices that advance great engineering
- Engaging people interested in engineering with the EA community

- Promoting engineers as solvers of society's current major challenges
- Escalating the influence of EA in big societal issues
- Developing relationships and approaches to lead on over-the-horizon challenges

- Creating and promoting a strong contemporary identity for engineering
- Demonstrating how engineering advances the economy and society
- Recognising engineering excellence and leadership in the community

... and delivered through an annual plan of actions ...

- Enhanced Professional Standards Framework
- Updated Areas of Practice

- Curated CPD
- Micro-credentialling
- Program endorsement framework
- Engineering workforce credentialling

- Future Now Program
- Enhancing governance and leadership
- More inclusive membership

- Climate Change Action Agenda
- Brand campaign targeted at key decision makers
- New advocacy initiatives

- Public awareness campaign
- Heightened public recognition of engineering leaders and excellence awards

... underpinned by modernisation and strengthening of our capabilities, operating systems, technologies and governance to be...

Adaptive, and future ready business with a diverse, empowered and capable workforce...

... enabled by ...

- Digital transformation

- Data analytics

- Strengthening member and customer focus

- Evolving our culture and capability

- Cost and pricing model for revenue sustainability