

# AIPM Strategy 2021 - 2024

## OBJECTIVES SUPPORTED BY A TARGETED ACTION PLAN

AIPM is the leading Project Management body in Australia. We are recognised by Australian business, industry and government as the key promoter, developer, and leader in project management professionalism. Providing our members and organisational partners with local resources and talent, we work harmoniously together to provide beneficial outcomes to projects in business and the community, of diverse nature and scale.

The COVID-19 pandemic in 2020 has transformed the way many organisations will operate, now and in the future. AIPM responded quickly to the new environment, with the change in our own operations, as seen for example in how we now provide access to conferences, events, and training.

AIPM's Board, through engagement, has worked to revise and update our strategic plan to ensure a strong future for the organisation.

The AIPM Management Team have been fully engaged in this strategic journey and are excited

by the opportunity to deliver this living document which will continue to be revised throughout the 3 years to align with market trends, innovation, and the individual needs of our members.

**MICHAEL KING OAM**

*FAIPM, CPPD, Chair of the Board*

**ELIZABETH FOLEY**

*CEO*



Australian Institute of  
**Project Management**



# Powering the Project Profession

## AIPM STRATEGY

### VISION

Promote competency and excellence in the project profession for Australia's success

### PURPOSE

To lead the project profession, uplift competency and provide expertise to our Members, Partners, Government and Businesses to enable them to reach their full potential

### OBJECTIVES

#### Project Profession Excellence

**Current and future Project Professionals will aspire to become members of AIPM and to obtain RegPM certification**

- Celebrate achievements of our members and organisational partners through Project Management Achievement Awards
- Promote value of AIPM membership certification to be accepted as a benchmark standard for project professionals in Australia
- Engage members, fellows, chapters, and volunteers to collaborate, consult and inform for the enhanced future of project management profession and AIPM

#### Future Ready Career Path

**Nurture the Project Profession in current and future career development and aspirations**

- Support members in navigating their careers to drive engagement, retention, growth
- Expand and strengthen member collaboration by creating targeted online and face-to-face networking opportunities
- Support migrant and emerging project professional pathways into the Australian project profession
- Support Executives in delivering their strategies through project management
- Engage internationally to further promote AIPM standing and relevance

#### Lifelong Learning

**Promote continuous education as the key to sustainable careers**

- Facilitate Project Management learning and knowledge sharing opportunities
- Support innovation and research to develop the project management profession
- Enhancing our credentials framework through micro-credentialing to enable life-long learning
- Broadening project education with behavioural and contextual skills

#### Advocacy for PM Profession

**The trusted voice of the Project Profession and its contribution as part of wider delivery teams**

- Increase the recognition of project professionals as important contributors to the prosperity, health, safety and sustainability of the community
- Advocate for adoption of project management as core organisational capability across all organisational levels and industries
- Engage with industry and government to ensure project management evolves with changing society needs

#### Performance

**Increasing our digital footprint to effectively engage with our Members and Volunteers**

- Fostering member-focused culture across the organisation
- Engaging and respecting our volunteers and building on the value they provide to the project management profession
- Digitising member journeys and focusing on "on-demand" services through technology
- Using data analytics to understand our Membership, inform our business and to drive engagement and growth

