

# Towards 2017: IEAA Strategic Plan

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## Mission

The International Education Association of Australia (IEAA) strives to empower professionals, engage institutions and enhance Australia's reputation as an ethical provider of world-class education.

## Statement of purpose

- Serve the professional needs and interests of individuals working in international education
- Encourage high quality, informed and ethical professional practice among members and institutions
- Promote international education and its benefits with governments, education organisations and within the community
- Promote Australian education, through and in the interest of members, overseas
- Advance Australia's global reputation and position as a provider of high quality education

## Goals

- Operate as a **lead agency** and "go to" organisation nationally, regionally and **globally** on matters relating to international education.
- Be a **data rich organisation** with strong **research, benchmarking** and **reporting** capacity to inform international education decision making and policy formulation
- Be a **thought leader** in the sector and a **trusted** partner of **students, educational institutions, governments, affiliates** and other stakeholders to deliver authoritative and contemporary insights into the sector
- Support a strong set of **values** to underpin the important role education plays in the **transformation** of individuals and communities
- Actively work with peak bodies to ensure ethical global engagement
- Be a viable and sustainable operation having developed **diverse revenue streams** generated through a strong **membership base** and the delivery of a wider range of **products** and services
- Retain and build membership in new markets through the provision of value-adding professional development and research projects
- Attract and retain **passionate** advocates to its **team** to drive the **reputation and brand** of the Association in an **efficient** and **effective** business model.

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## Values



## IEAA objectives

### Financial

Sound financial planning to ensure viability and sustainability.

### Stakeholder

**Product offering:** Provide a range of products and services which are valued by stakeholders and increase member engagement

**Relationships:** Build the perceived value of the IEAA organisation amongst stakeholders

**Services:** Add value to the sector through personal and professional development services to the sector which are valued by stakeholders and increase member engagement

**Brand:** Position the IEAA brand as the "top of mind" organisation in the international education community

### Business Process

**Operations management:** The IEAA will adopt professional and best practice business process initiatives to drive flawless execution of strategy and operations

**Member relationships:** Develop solutions that are member oriented

**Innovation:** Position the IEAA as an industry organisation that innovates to reflect the future needs of the sector

**Governance:** Ensure the organisation meets best practice standards

### Learning and Growth

**People and Skills:** IEAA will focus on securing the right people in the right roles with the right skills.

**Culture:** IEAA will build an environment which drives creativity and innovation within a collaborative setting that supports the Association's vision

**Leadership:** Drive best-practice leadership initiatives to secure IEAA's success now and in the future.

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## Strategy map

