

APEN Strategic Plan 2017-2022

Corporate Statement:

APEN: The organisation for extension professionals working with people to enable change and innovation in primary industries, natural resource management and communities

Vision:

To be the leading professional organisation for extension

Mission:

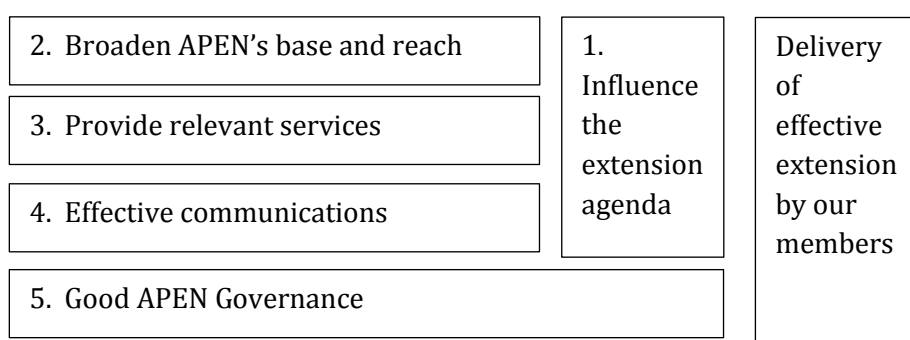
Supporting professional development, networking and a voice for those who work in extension and related fields in Australia, New Zealand and the broader Asia Pacific region

Strategic Goals

1. To influence the extension agenda and reputation of the profession
 - a. Influence international extension beyond Aust/ NZ/Pacific
 - b. Clear articulation of the value of extension services
 - c. Increase recognition of APEN
 - d. APEN is sought after for delivery of activities
2. To broaden APEN's base and reach
 - a. A diverse, vibrant and effective extension network with increased membership
 - b. Induction of new members from a wide range of extension related roles in sectors previously not represented in APEN
 - c. APEN's champions, ambassadors, long serving members and young professionals recognised
 - d. Twenty per cent of membership is outside of Australia
 - e. 1000 Members by 2022
3. To Provide relevant services to extension professionals
 - a. Members with enhanced skills in contemporary extension research and practice
 - b. Promoting and maintaining a value proposition for membership
 - c. Hosting professional gatherings of Extensionists through biennial conferences and programmed learning events.
 - d. Providing access to a vibrant effective network
4. To deliver effective targeted communications, that meet members needs and enhances the APEN brand
 - a. An intuitive website which is the 'go to' point for extension information and links
 - b. A solid communication strategy

- c. Majority of members and other stakeholders interact with social media and other platforms
5. To maintain good organisation governance through:
- a. Developing regular revenue streams and income growth
 - b. Maintenance of an Executive Officer for day to day running of the Network's operations
 - c. Heightened brand recognition by internal and external stakeholders
 - d. Fully subscribed Board which meets all compliance obligations to manage risk
 - e. Strategy and operations driven by Annual Plan

These fit together as follows:



Strategic Goal	To influence the extension agenda and reputation of the profession	Broadening APEN's Base (outside Ag).	Providing relevant services to extension professionals.	To deliver effective, targeted communications that meet members' needs and enhance the APEN brand.
Activities	Communities of Practice Restructure Strategic Plan	Recruit	Conferences, 2017, 2019, 2021 Mentoring Schemes APEN Awards Webinars Roadshows, 2018, 2020 REIS Journal	ExtensionNet eBulletin Website Communications plan