



STRATEGIC DIRECTIONS

Vision

To be the leading organisation for extension professionals in Australia, New Zealand and the Asia-Pacific.

Mission

To promote the value, and advance the theory and practice of extension through advocacy, promoting best practice and building partnerships

Values

Integrity

We consistently operate in an authentic, honest and ethical manner

Collaboration

We work with others to achieve positive outcomes

Diversity

We include and represent a diverse range of people, industries and sectors

Professionalism

We demonstrate competence, reliability, respect and accountability

Connectedness

We bring people together and facilitate positive and productive relationships



Strategic Priorities



INFLUENCE

Outcome:

Agencies and organisations use extension and extension thinking to improve their policies and practice

Strategy:

Promote the use and value of extension by agencies and organisations



RELEVANCE

Outcome:

APEN membership is highly valued within the extension sector

Strategy:

Strengthen the value proposition of APEN to its members



PROFESSIONALISM

Outcome:

The extension sector is highly capable and professional

Strategy:

Strengthen the capacity and professionalism of the extension sector



ORGANISATIONAL STABILITY

Outcome:

Our financial base is strong and our governance is sound

Strategy:

Maintain good governance and broaden our financial base

Actions

INFLUENCE:

- Promote the use and value of extension by agencies and organisations
- Investigate partnerships with peak industry bodies and research institutions
- Identify and engage APEN champions
- Organise delegation to meet with relevant Government/s to discuss APEN's mission as appropriate

RELEVANCE:

- Strengthen the value proposition of APEN to its members, industry and government, including preparing a prospectus
- Review communications strategy and implement priority actions
- Select the biennial APEN conference location through a EOI process and support the Conference Committee
- Support Regional Coordinators in staging regular regional APEN events

PROFESSIONALISM:

- Strengthen the capacity and professionalism of the extension sector
- Seek to partner with organisations to deliver professional opportunities
- Expand mentoring program
- Undertake activities across all Australian and New Zealand regions

ORGANISATIONAL STABILITY:

- Maintain good governance and broaden our financial base
- Develop succession plan for future Board Directors and key positions
- Prepare Business Case to secure funding from stakeholders and investors



"A great long term organisation which supports extension and rural development"

APEN MEMBER SURVEY



APEN

Australasia-Pacific Extension Network Ltd