

# Australasia-Pacific Extension Network (APEN)

## STRATEGIC PLAN

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Our **VISION** for APEN is:

**“APEN is the peak body for professionals working with people to manage change in agricultural and natural resource management communities”**

Our **ROLE** in contributing to that Vision is:

**“To provide a platform for networking, professional development and representation of members.”**

Our **VALUES** are that APEN:

- is apolitical;
- performs in an impartial and professional manner with the highest ethical standards;
- is openly accountable for its actions
- is responsive to the needs and wants of our members;
- delivers services fairly, effectively, impartially and courteously to our members;
- has leadership of the highest quality;
- focuses on achieving results;

Our **PRINCIPALS** are:

- inclusiveness,
- participatory decision making,
- environmentally aware,
- striving to “walk the talk” and showcase good practice extension at APEN events and APEN meetings,
- recognising different values and social contexts,
- keeping costs down as much as possible,
- encouraging members to participate and organise events,
- including rural and regional participants in events and allowing areas to be showcased by holding APEN national events there.

Our **GOALS** are:

- 1. To be the peak body representing members and their professional interests.**
- 2. To have a vibrant and effective network**
- 3. To foster professional development opportunities**
- 4. To be a well managed highly effective organisation.**

The following sets out:

- the objectives for each of these goals, and
- the portfolios of the Management Committee established to service them.

## **Goal 1: To be the peak body representing members and their professional interests**

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### Objectives of the 'research' portfolio

- APEN provides input to the development of contemporary principles, philosophy and practice of change management (extension)

### Objectives of the 'representation' portfolio:

- Change management policy and practice is influenced by APEN.
- Partnership/Strategic Alliances are formed to enhance our ability to influence policy change and gain more members and provide services to a diverse membership base.

## **Goal 2: To have a vibrant and effective network**

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### Objectives of the 'membership support and services' portfolio:

- Members have a sense of belonging, responsibility and importance
- There are strong linkages between the Management Committee, the clusters and the members
- Clusters are supported to increase local activity
- Members are able to share their expertise through a dedicated page on the website
- The members are aware of, informed about, and satisfied with APEN.

### Objectives of the 'internal communication' portfolio:

- The newsletter, web page, e-bulletins and email discussion list provides members a platform for sharing facts, opinions, and experience
- APEN's purpose, quality and integrity is reflected in promotional materials
- The members contribute relevant and interesting material to the secretariat for publication and circulation to members.

## **Goal 3: To foster professional development opportunities**

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### Objectives of the 'activities' portfolio:

- One International Conference is run every four years
- One National Forum is run every four years
- There is a facilitated a program of professional development workshops for clusters
- A Mentoring Scheme is available to members.

## **Goal 4: To be a well managed highly effective organisation**

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### Objectives of the 'management' portfolio:

- The operations of the Management Committee and Secretariat are effective and efficient
- The membership, potential members, partners, sponsors and funders are efficiently serviced.

### Objectives of the 'financial resources' portfolio:

- Robust financial systems are in place and being used
- APEN is financially stable and resilient through its membership, sponsorship and other funds.

### Objectives of the 'evaluation' portfolio:

- There is efficient and effective collection of data to evaluate progress and impact of portfolios
- There is continuous improvement and innovation in development and implementation of portfolios.

### Objectives of the 'marketing' portfolio:

- APEN understands the needs of potential members, policy makers, sponsors and funders
- APEN has a high profile among current / potential members, policy makers, sponsors / funders.