



Australian Institute of
Landscape Architects

Strategic Plan 2021



The AILA Strategic Plan

Vision/Mission

- 10 years in scope

Strategic Objectives

- 2-5 years in scope
- Reviewed annually

Priority Targets

- 1 year targets
- Reviewed annually

The AILA Operational Plan

Operational Initiatives

National and Chapter Operational Plans

- Deliver the Strategic Plan
- Developed by AILA Staff
- Supported by AILA Executives
- Reported to the Board quarterly

Vision + Mission

The **Australian Institute of Landscape Architects (AILA)** leads a dynamic and respected profession: creating great places to support healthy communities and a sustainable planet.

CLIMATE POSITIVE DESIGN



CONNECTION TO COUNTRY



GENDER EQUITY



Strategic Values

Our Strategic Values are imbued in everything we do and are the lens through which we operationalise this plan

AILA Strategic Pillars

1. Sustainable AILA
2. Membership
3. Education
4. Advocacy
5. Profile



Image (top): Project - Murama Healing Space and Dance Ground | Entrant - Murama Cultural Council in partnership with the Sydney Olympic Park Authority | Photographer - Storymotive

Image (middle): Project - Arkadia Apartments | Entrant - OCULUS | Photographer - Tom Ross

Image (bottom): Project - Para Wirra Nature Playspace | Entrant - TCL | Photographer - Tash Mohring

1

Sustainable AILA

Objective: AILA has a financially stable base from which to develop and meet our strategic objectives

- Target: AILA sets a minimum end of year cash carry-over figure

Objective: AILA continues to review and improve its Governance framework

- Target: The AILA Board reviews and endorses one policy per month

Objective: AILA has a safe, supportive and growth oriented culture

- Target: Staff and Member sentiment is benchmarked

CLIMATE POSITIVE DESIGN



CONNECTION TO COUNTRY



GENDER EQUITY



2.

Membership

Objective: AILA understands and is responsive to the needs of its members

- Target: AILA develops a survey instrument and has conducted a member survey in the first half of 2021

Objective: The value proposition for AILA membership for all landscape architects is increasing

- Target: New memberships account for 5% of all memberships in the 2021/22 year

Objective: AILA registration is sought after by landscape architects and valued by stakeholders

- Target: New Applications for new Registrations have increased by 10% in the 2021/22 year (2020/21 benchmark)

CLIMATE POSITIVE DESIGN



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3.

Education

Objective: Australia's landscape architecture programs, and student and academic communities are sustained and bolstered

- Target: 'Be a Landscape Architect' campaign has 100 school engagements in the 2021 year

Objective: AILA's CPD program meets the needs of a growing and increasingly complex profession

- Target: AILA revised CPD Framework is approved by the board

CLIMATE POSITIVE DESIGN



CONNECTION TO COUNTRY



GENDER EQUITY



4.

Advocacy

Objective: The role of landscape architecture is understood and respected by all levels of Australian government

- Target: Meetings held including three further engagements with all relevant state and federal ministers' offices

CLIMATE POSITIVE DESIGN



CONNECTION TO COUNTRY



GENDER EQUITY



5.

Profile

Objective: The role of landscape architecture is understood and respected by built environment professionals and the communities in which we live

- Target: Mass and Social Media engagement rates are benchmarked



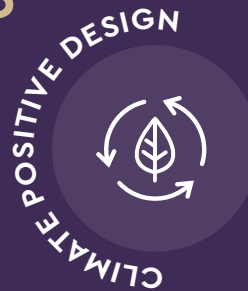
Strategic Plan Summary

Vision + Mission

The Australian Institute of Landscape Architects (AILA) leads a dynamic and respected profession: creating great places to support healthy communities and a sustainable planet.

Strategic Values

Our values are imbued in everything we do and are the lens through which we operationalise this plan.



Strategic Pillars

1. Sustainable AILA

- AILA has a financially stable base from which to develop and meet our strategic objectives.
- AILA continues to review and improve its Governance framework
- AILA has a safe, supportive and growth oriented culture

2. Membership

- AILA understands and is responsive to the needs of its members
- The value proposition for AILA membership for all landscape architects is increasing
- AILA registration is sought after by landscape architects and valued by stakeholders

3. Education

- Australia's landscape architecture programs, and student and academic communities are sustained and bolstered
- AILAs CPD program meets the needs of a growing and increasingly complex profession

4. Advocacy

- The role of landscape architecture is understood and respected by all levels of Australian government

5. Profile

- The role of landscape architecture is understood and respected by built environment professionals and the communities in which we live

