

# Strategic Plan 2020–2025

Our Vision:



Strengthening society through governance excellence

Our purpose:



Champion whole of organisation governance and risk management through education, advocacy and engagement with members and the broader community



Pillars:

**INFLUENCE**

**INSPIRE**

**SUPPORT**

Pathways:

**Stronger voice**

**Brand and profile**

**Advocacy**

**Future focus**

**Education**

**Enhance member value**

To enhance credibility through scale and diversity.

To increase awareness within the community of who we are and what we do.

To be the sought-after voice that shapes the governance environment.

To shape a future generation of ideas and people who will govern.

To deliver courses and programs that enhance knowledge and capability.

To deliver world-class products, services and community that are highly valued.

Foundations:

**Financial and operational excellence | Exceptional people and culture | Member centric | Best practice governance**

Values:

**Integrity**

**Courage**

**Service excellence**

**Collaboration**