

APEN 2024 Strategic Plan

Vision

Extension professionals in Australia and New Zealand are connected, valued and capable, enabling collaborative change.

Mission

To champion excellence in extension by promoting value, best practice, and fostering partnerships for impactful engagement.

Values

Integrity



We consistently operate in an authentic, honest and ethical manner

Collaboration



We work with others to achieve professional outcomes

Diversity



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

Professionalism



We demonstrate excellence, reliability, respect and accountability

Connectedness



We bring people together via our network to build positive and productive relationships.

STRATEGIC PRIORITIES	Relevance		Professionalism	Influence	Organisational stability
OUTCOME	APEN membership is highly valued within the extension sector		The extension sector is highly capable and professional	Government agencies, industries and organisations use extension and extension thinking and research to improve their policies and practice.	Our financial base is strong, and our governance is sound
STRATEGIES	Strengthen the value proposition of APEN to its members and non-members		Strengthen the capacity and professionalism of the extension sector	Promote the use and value of extension by government agencies, industries and organisations	Maintain good governance and broaden our financial base
RELEVANT VALUES	Connectedness	Collaboration	Professionalism	Diversity	Integrity
BOARD COMMITTEE OVERSIGHT	Member Engagement	Regional Activities	Professional Development	Business Development	Governance
APEN SERVICES	Biennial member survey Website APEN branding and logo E-bulletin ExtensionNet Social Media (Facebook & LinkedIn)	Keep the board informed of regional issues APEN Conversations Regional activities Support APEN communication and professional development Support member networking Foster active regional networks among members	Biennial Conference Biennial Roadshow REIS Journal Mentoring Webinars ExtensionChat Professional development for corporate members Linkages to extension education resources	Diversify and investigate new income opportunities Sponsorships Business partnerships APEN Awards Advocate value of extension Champions	Constitution, policy and guidelines Board and Committee governance Succession planning Company Secretary Risk management and appetite Finance, budget & audit Delegations and HR Membership fees and structures to grow APEN Annual report & AGM.