

# 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.

<b>STRATEGIC PRIORITIES</b>	Relevance		Professionalism	Influence	Organisational stability
<b>OUTCOME</b>	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
<b>STRATEGIES</b>	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. Broaden our financial base	Maintain good governance
<b>RELEVANT VALUES</b>	Connectedness	Collaboration & Diversity	Professionalism	Integrity & Collaboration	Integrity
<b>COMMITTEES</b>	Communications	Regional Networking	Professional Development	Business Development	Governance
<b>APEN SERVICES</b>	Website APEN branding and logo E-bulletin ExtensionNet Social Media (Facebook & LinkedIn) Comms consultant direction Biennial member survey	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. REIS Journal. Mentoring. Webinars. ExtensionChat. Professional membership. Professional development for Business supporters 30+. Web links to extension education resources.	Diversify and investigate new income opportunities. Sponsorships. Business supporters. Business partnerships. Advocate value & diversity of extension through APEN Awards.	Constitution, policy, guidelines & risk management. Board and Committee governance and succession. Company Secretary, annual report & AGM. Budget, audit and membership fees.