



**Institute of
Public Administration
Australia NSW**

Strategic Plan

2010-2012

March 2010

About IPAA NSW

The Institute of Public Administration, Australia (IPAA) is a not-for-profit professional association for public sector practitioners, academics and people in the private and not-for-profits sectors who see themselves as part of the profession of public service.

The Institute not only serves its members but also promotes high quality public administration more generally through professional development of public sector employees across NSW, and through informed discussion of public administration issues and dissemination of research.

Affiliated with similar institutes and organisations throughout the world, IPAA NSW serves as an important source of intellectual capital, information and opinion on issues of government policy and programs delivering services directly to over 800 members and to a target audience of over 300,000 public servants across NSW.

In 2010, IPAA NSW celebrates its 75th year.

IPAA NSW's greatest strengths are its:

- established reputation
- contacts and networks
- knowledge and expertise
- organisational flexibility
- capacity to bring together all levels of government, statutory authorities and external bodies involved in public administration.

The main strategic goals for IPAA NSW over the next three years are to:

- broaden our individual membership to reflect the diversity of organisations engaged in public administration and the levels across the public service
- manage and enhance our reputation across the sector
- encourage public sector agencies to become Agency Partners with the Institute
- increase the public sector's brand recognition of the Institute and its vision (*Connecting people and ideas to improve the public sector*) and participation through its range of services (membership, training, events, awards, conferences, etc)
- expand services to members by providing greater online access to resources on public administration by partnering with IPAA National and other IPAA divisions for dissemination of research and resources
- provide high quality services that align with public sector priorities
- complement, partner and encourage other organisations to value-add to our services (sponsorship; financial & in-kind support)
- improve productivity, drive business processes and establish financial self-sufficiency.

We will meet these challenges in accordance with our vision and values.

Vision & values

Tag line:

Connecting people and ideas

Vision:

Connecting people and ideas to improve the public sector

We value:

- leadership and innovation in the public sector
- high standards of information and debate
- recognition and promotion of excellence
- ethical standards and integrity
- a focus on membership
- continuous improvement of services
- entrepreneurship.

As an organisation we also value:

- partnerships and collaboration
- transparency and accountability
- teamwork and learning
- public benefit outcomes
- efficiency and productivity (doing more with less).

These values underpin our processes and decision-making, as well as our services and their results.

Strategic intent

Through the 2010-2012 Strategic Plan, IPAA NSW will:

1. Develop and promote the Institute as the association of choice for professionals with an interest in the public sector
2. Manage and enhance the Institute's reputation and role in building capacity across the sector
3. Ensure a sustainable future for the Institute.

Program areas

Each strategic intent is met through a range of program areas. All program areas are integrated and mutually supportive. These program areas are:

- Membership
- Training
- Events
- Awards
- Books
- Resources

**IPAA NSW Strategic Plan
2010 - 2012**

Strategic Intent		
1. Develop and promote the Institute as the association of choice for professionals with an interest in the public sector	2. Manage and enhance our reputation and role in building capacity across the sector	3. Ensure a sustainable future for the Institute
Outcomes IPAA NSW will:		
1.1 Be seen as the association of choice for people wanting to increase their knowledge and/or advance their career or influence with the public sector	2.1 Support initiatives and projects that add value and enhance our reputation across the sector	3.1 Provide sound leadership and management of resources (financial, human, assets, etc)
1.2 Collaborate with current and potential members, key stakeholders and partners to provide better services	2.2 Provide high quality services (membership, training, events, awards, conferences, etc) to the sector	3.2 Improve our internal process to increase productivity and provide more effective services to members and the sector
1.3 Establish information exchange among members and others interested in the policy and practice of public administration	2.3 Communicate effectively to members and the wider public sector about the Institute and its range of services	3.3 Embed quality assurance and risk management processes in all decision-making processes
1.4 Celebrate success across the public sector	2.4 Link our services to public sector priorities	3.4 Investigate new income sources for a broader and more diverse revenue base
3.5 Broaden the skills and diversity of our staff to match our strategic needs		