

20|20 Vision expresses clarity and sharpness of vision.

Engineers Australia has a **clear vision** of where it wants to be in 3 years' time.

## Advancing society through great engineering

### Our purpose:

To advance the science and practice of engineering for the benefit of the community.

### 6 Strategic Shifts:

Our 3-year focus sets EA up to deliver on our strategic goals and our purpose across 3 areas of influence: the profession, the membership and the organisation.

## THE PROFESSION



### 1. Future ready

The engineering profession and EA will be positioned for the future of work



### 2. Impactful leadership

Trusted voice of the profession impacting public policy for benefit of the community

## THE MEMBERSHIP



### 3. Chartered aspired

Current and future engineering professionals will aspire to be Chartered



### 4. Membership valued

Membership of Engineers Australia is valued by the profession

## THE ORGANISATION



### 5. Easy to do business

Services are streamlined to deliver simply, efficiently and effectively



### 6. High performing

Volunteers and employees feel appreciated and valued

# Six strategic shifts - our action plans



20|20<sup>+3</sup>  
VISION

## THE PROFESSION



### 1. Future ready

*The engineering profession and EA will be positioned for the future of work.*

- 1.1 Ensure our learned society is optimised to deliver & remain relevant for the emerging & future profession
- 1.2 Recognise and support engineers on their competency pathways, including via professional development, micro-credentials and articulation
- 1.3 Optimise international partnerships to support membership, global competencies, mutual recognition & international accords
- 1.4 Attract primary students to engineering as a career
- 1.5 Reinforce a strong professional standards framework



### 2. Impactful leadership

*Trusted voice of the profession impacting public policy for the benefit of the community.*

- 2.1 Provide leadership for the profession in delivering solutions for the community regarding climate change & sustainability & other community issues relevant to the profession
- 2.2 Support and grow the diversity of the engineering profession (including females, migrants and indigenous engineers)
- 2.3 Advocate for a national approach to registration of engineers

## THE MEMBERSHIP



### 3. Chartered aspired

*Current and future engineering professionals will aspire to be Chartered.*

- 3.1 Increase the recognition of engineers as important contributors to the prosperity, health, safety & sustainability of the community
- 3.2 Build the brand of Chartered to be highly valued by the profession & the community
- 3.3 Develop training, capability & credential frameworks to simplify & support pathways to Chartered



### 4. Membership valued

*Membership of Engineers Australia is valued by the Profession.*

- 4.1 Be member & customer focused - understand evolving needs, recognise career and membership stages - to drive engagement
- 4.2 Accelerate partnerships with employers to engage them in membership, Chartered & other credentials
- 4.3 Make graduate conversion to membership the norm
- 4.4 Attract & engage non-practicing engineers & business leaders to see value in membership

## THE ORGANISATION



### 5. Easy to do business

*Services are streamlined to deliver simply, efficiently and effectively.*

- 5.1 Deploy digital technology to deliver breakthrough value to our customers
  - Redesign & digitise entire customer journeys
- 5.2 Use data and analytics to improve and grow engagement
- 5.3 Simplify our membership categories & credentials framework



### 6. High performing

*Volunteers and employees feel appreciated and valued.*

- 6.1 Embedding desired culture & values throughout EA
  - Put people and safety first
  - Build capability and capacity - attract & retain top talent
  - Support and increase diversity of people and thought
  - Create an effective volunteer network
- 6.2 Deliver management structure & processes fit for purpose to enable high performance
- 6.3 Adopt a contemporary property strategy that delivers value & function
- 6.4 Evolve revenue model to operate more sustainably
- 6.5 Transition to a low carbon future