

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.

### 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 by...*

- 1.1 Ensuring our learned society is optimised to deliver & remain relevant for the emerging & future profession
- 1.2 Improving pathways to competency through articulation & micro-credentialing
- 1.3 Optimising international partnerships to support membership, global competencies, mutual recognition & international accords
- 1.4 Providing recognition & pathways to bridge between associate, technologist and professional categories
- 1.5 Attracting primary students to engineering as a career
- 1.6 Supporting migrant engineer pathways into the Australian engineering profession.



### 2. Impactful leadership

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

- 2.1 Providing leadership for the profession in delivering solutions for the community regarding climate change & sustainability & other community issues relevant to the profession
- 2.2 Considering EA's role in broader societal issues
- 2.3 Supporting our indigenous community to enter the profession
- 2.4 Clearly communicating our point of view
- 2.5 Building a suite of spokespeople that can represent the profession on public policy issues.

## THE MEMBERSHIP



### 3. Chartered aspired

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

- 3.1 Increasing the recognition of engineers as important contributors to the prosperity, health, safety & sustainability of the community
- 3.2 The brand of Chartered being highly valued by the profession & the community
- 3.3 Advocating a national approach to registration of engineers
- 3.4 Developing a training & credential framework to simplify & support the pathway to Chartered.



### 4. Membership valued

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

- 4.1 Being member & customer focused, recognising career membership stages to drive engagement, retention, growth
- 4.2 Engaging stakeholders to collaborate, consult & inform for the enhanced future of our profession & organisation
- 4.3 Accelerating partnerships with employers to engage them in membership, Chartered & other credentials
- 4.4 Making graduate conversion to membership the norm
- 4.5 Attracting & engaging non-practicing engineers & business leaders to see value in membership
- 4.6 Providing contemporary engagement & networking tools e.g., EAXchange, EA on Demand, webinars.

## THE ORGANISATION



### 5. Easy to do business

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

- 5.1 Having a customer focused culture across the organisation
- 5.2 Redesigning & digitising entire customer journeys
- 5.3 Simplifying our membership categories & credentials framework
- 5.4 Deploying digital technology to deliver on our business credentials
- 5.5 Using data analytics to understand & inform our business & to drive engagement & growth.



### 6. High performing

*Volunteers and employees feel appreciated and valued by...*

- 6.1 Embedding desired culture & values throughout EA
- 6.2 Delivering management structure & processes to achieve strategic shifts
- 6.3 Engaging & respecting our volunteers & building on the value they provide to our profession
- 6.4 Providing appropriate & fair remuneration; attracting & retaining top talent
- 6.5 Evolving revenue model to operate more sustainably
- 6.6 The organisation transitioning to a low carbon future
- 6.7 Adopting a contemporary property strategy that delivers value & function
- 6.8 Reviewing & delivering on our Diversity Action Plan.