

OUR STRUCTURE

Engineers Australia is a member-based not-for-profit professional association. It is governed according to a Royal Charter and By-laws, which may be amended only by membership ballot.

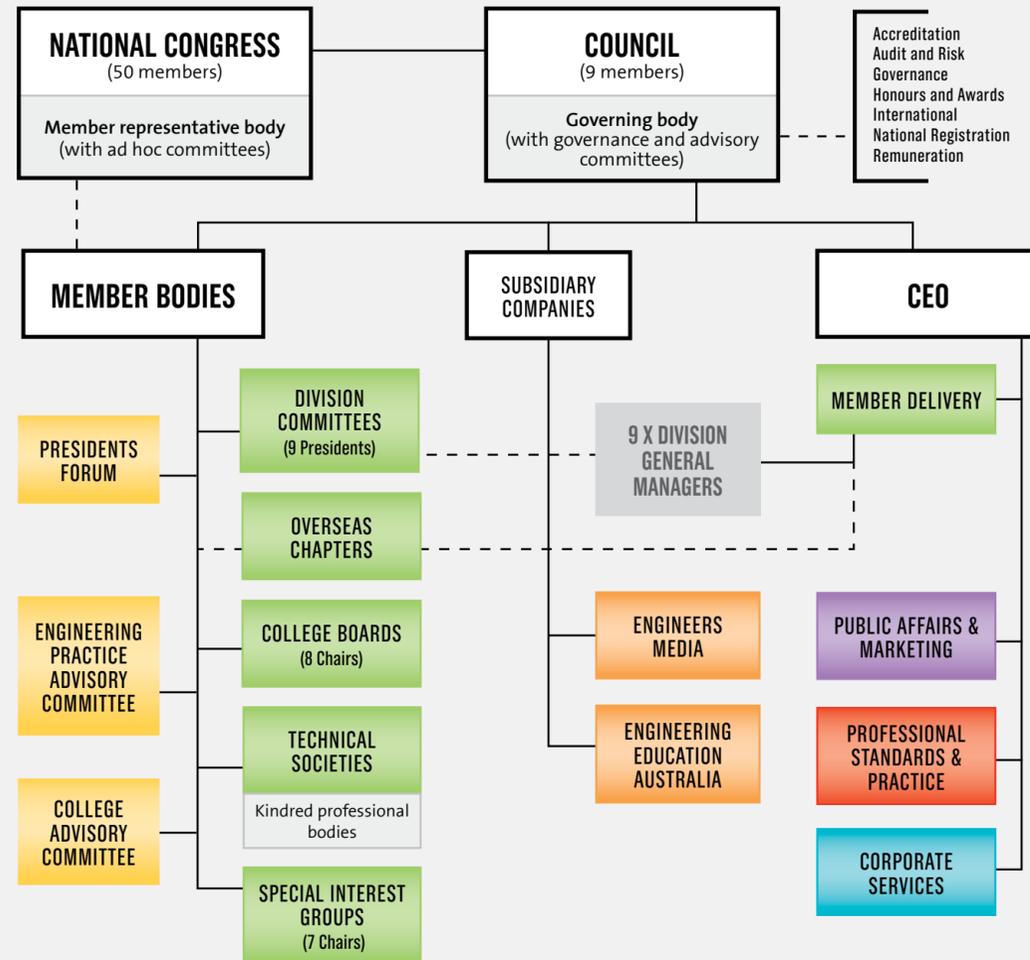
The governing body is a nine-person Council, which is elected by a National Congress.

The National Congress comprises some 50 representatives of our nine geographic Divisions, eight engineering College Boards and other member-based interest groups, plus members of the Council.

Under our consolidated General Regulations 2013, broadly:

- Division Committees provide leadership to members in the Divisions, and advise Council on Division matters.
- The Colleges carry out the learned society function of Engineers Australia and are governed by College Boards.
- Engineers Australia has four overseas Chapters in Singapore, Malaysia, Hong Kong, and the United Kingdom, each with a Chapter Committee to provide leadership and direction to members in that Chapter.
- Many multi-disciplinary Technical Societies and other related groups are recognised by Engineers Australia, and collaborate with relevant Colleges on their learned society functions.

ENGINEERS AUSTRALIA GOVERNANCE AND MANAGEMENT



A NEW VISION

**Engineers Australia is the trusted voice of the profession.
We are the global home for engineering professionals
renowned as leaders in shaping a sustainable world.**

At a time of ever-increasing challenge for all professional associations to demonstrate their continuing relevance to members, the national Council of Engineers Australia has adopted a new set of strategic priorities for the three years 2014-2017. This has resulted from the desire to establish a fresh vision for our professional association, and develop a new set of strategies to achieve that vision.

Following consultation across our diverse member groups, Council adopted a detailed plan built around seven high-level strategic goals. We've identified a handful of core strategies for each goal, across some two dozen business activities. Through the combined efforts of our active members and our staff and management team, each business unit will work to achieve specific outcomes for our stakeholders.

OUR KEY STAKEHOLDERS

This pamphlet introduces the key elements of our new strategic priorities to our key stakeholders – our members and our many volunteer office bearers, the engineering profession generally across industry, government and academia, like-minded professional bodies, and the broader community.

We need to engage directly with all these major stakeholders, and ensure we create tangible benefits for them.

OUR COMMITMENT TO GOOD GOVERNANCE

With membership over 100,000 and annual turnover of \$50 million, our national Council has very diverse business challenges to meet and very diverse member interests to satisfy.

We can only deliver on our Royal Charter and achieve our new vision by applying best contemporary governance and business practices, and by ensuring world-class professional development and other services for our members.

We are confident our investment in new technology and our new strategic priorities will keep us on this path.



Professor Alex Baitch
HonFIEAust CPEng FIPENZ
National President 2014

A Baitch

August 2014



Stephen Durkin
FIEAust
CEO

Stephen Durkin

OUR TOP STRATEGIC GOALS

PROFESSIONAL HOME FOR LIFE

To build our body of knowledge and be the leading source for professional and career development for every Australian engineering professional no matter where in the world they are practising

CONNECTIVITY AND PARTNERSHIPS

To build a high profile with key stakeholders, leaders and decision-makers in the community

THE DEFINITIVE VOICE OF THE PROFESSION

To provide trusted and highly respected leadership and advocacy for the engineering profession

PROFESSIONAL CREDENTIALS AND CURRENCY

To sustain world class engineering education, qualifications and professional credentials

INTERNATIONAL ORIENTATION

To be the gateway to international engineering practice in a global profession

TOMORROW'S ENGINEERS

To create awareness of the opportunities in engineering among young Australians and their influencers

BUSINESS SUSTAINABILITY

To take a professional approach to member service, business processes, performance and accountability



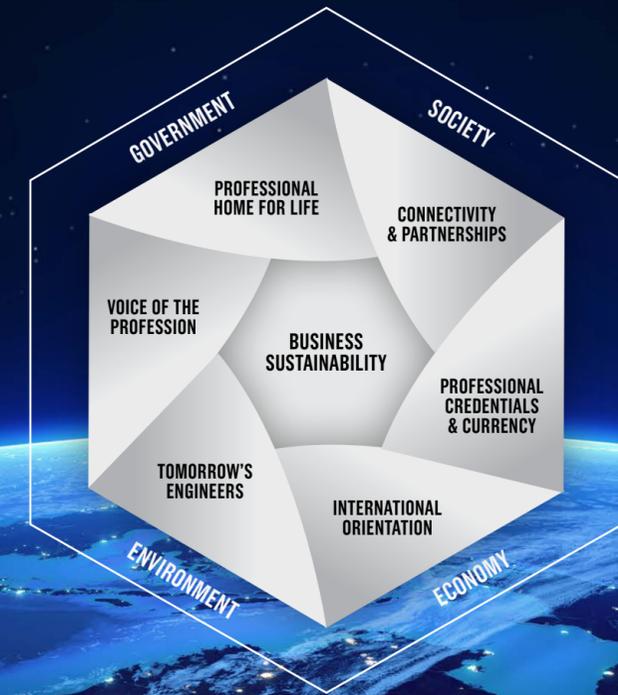
ENGINEERS
AUSTRALIA

STRATEGIC PRIORITIES

2014-15 TO 2016-17

Engineers Australia is the
trusted voice of the profession.

We are the global home for
engineering professionals
renowned as leaders in shaping
a sustainable world.



ROYAL CHARTER

The Institution of Engineers Australia is a not-for-profit professional association established by Royal Charter to advance the science and practice of engineering for the benefit of the community by:

- ▶ educating our members and the community
- ▶ facilitating the exchange of ideas and information
- ▶ encouraging the development of knowledge and competency
- ▶ setting and maintaining high professional standards for our members
- ▶ informing community leaders and decision-makers

ACCELERATING OUR GROWTH

Our members and many stakeholders will see new philosophies and new structures in order for us to pursue more purposefully our Royal Charter obligations, and to grow as an organisation:

STRATEGIC GOALS

We've selected the seven new top goals depicted on the front cover – and described on the back cover – with 30 new corporate strategies to work toward those goals.

STRUCTURE

We've refined our operating model into four core business groups to better manage working arrangements with our member bodies and external stakeholders.

OUTCOMES

We've aligned the capabilities of our many business units with the top goals, we've committed to achieve measurable results over the next three years, and we're building our workplace culture around team development for performance.

MEMBER SERVICE

With our new online platform, we've transformed our ability to give members a contemporary and personalised service.

FINANCIAL MODEL

Members need to see value from their membership subscriptions. We intend our new financial model to deliver a more equitable balance between the public and private benefits from each of our business activities.

GOVERNANCE

With our members' help, we will modernise our Royal Charter so that any member with board skills can nominate for the board.

STRUCTURING OUR BUSINESS

PROFESSIONAL HOME FOR LIFE

BODY OF KNOWLEDGE

- ▶ Learned society leadership
- ▶ Competency standards (Stage 1)
- ▶ Professional standards (Stage 2 Chartered)
- ▶ Conferences and major CPD events
- ▶ Technical coursework and publications
- ▶ Engineering Education Australia
- ▶ Engineers Media

WORLD-CLASS MEMBER SERVICES

- ▶ Member services and membership strategies
- ▶ Other CPD and member networking events
- ▶ Personal awards and recognition
- ▶ Engineering Excellence Awards

OUR CAPABILITIES TO DELIVER THE NEW VISION

- ▶ We manage our engineering body of knowledge through more than 60 national committees and joint boards.
- ▶ We host some 25 national and international conferences, seminars and eminent speaker tours each year.
- ▶ We have a highly-valued core of members who volunteer more than 160,000 hours each year to provide leadership and professional development services for all members of the profession.
- ▶ We conduct well over 1,000 technical events around our Divisions for members of the profession.
- ▶ We make available to our members a suite of technical engineering databases which receive some 75,000 searches pa.
- ▶ We enjoy an average 4 to 5% growth in membership each year. At 30 June 2014, we had 105,000 members.
- ▶ We retain a healthy age profile for future membership. 58% of total membership is aged 35 and under. Excluding students, nearly 30% are 35 and under.

CONNECTIVITY AND PARTNERSHIPS

- ▶ Professional networks
- ▶ We maintain a wide network of links, both nationally and in our geographic Divisions, with leaders in industry, academia, and government to create momentum on engineering issues.
- ▶ Our **strENGth** campaign, with support from engineering CEOs, promotes the value of membership, and particularly being Chartered, in all our Divisions. The campaign has been recognised with an international award.

THE DEFINITIVE VOICE OF THE PROFESSION

- ▶ Advocacy and public affairs
- ▶ Leadership and direction for the profession
- ▶ National registration
- ▶ A significant part of the value we provide to members arises from our ongoing advocacy activities at both a national level and in each of our Divisions.
- ▶ We have a strongly focused approach to media engagement on national policy topics, and provide high quality, independent advice on issues affecting the profession and the wider community.

PROFESSIONAL CREDENTIALS AND CURRENCY

- ▶ Accreditation
- ▶ Membership admissions and articulation
- ▶ Chartered program
- ▶ Migrant skills assessment
- ▶ Chartered assessments and practice reviews
- ▶ Review of professional conduct
- ▶ We provide accreditation for Australian undergraduate engineering courses, which are recognised by other countries which are signatories to the three international accords.
- ▶ We offer a Professional Development Program for employers of engineers, toward becoming Chartered.
- ▶ Some 20,000 of our members are Chartered, over 40% of those eligible. Members become Chartered through evidence of their competence in the workplace, or via international recognition agreements.
- ▶ We assess the credentials of up to 8,000 migrant engineers each year.

INTERNATIONAL ORIENTATION

- ▶ Supporting international members
- ▶ International engagement and accords
- ▶ We continue to take a leading role to ensure international recognition of Australian engineering education qualifications and professional development.
- ▶ We maintain highly respected engagement with international engineering organisations.
- ▶ We work through Accords, Mutual Recognition Agreements and Course Accreditation activities to make it easier for Australian engineers to work overseas, and equally for overseas engineers to work in Australia.

TOMORROW'S ENGINEERS

- ▶ Career preference and schools outreach
- ▶ Community awareness programs
- ▶ We are involved with large-scale primary and secondary school hands-on programs, and have joined with like-minded bodies in Australia to better coordinate efforts to promote the study of science and technology in schools.
- ▶ We host a myriad of events for Australian Engineering Week each August to promote the profession, with excellent support from our many sponsors.

BUSINESS SUSTAINABILITY

- ▶ Corporate operations
- ▶ We held \$35m in assets at 30 June 2013, mainly our office properties. Annual income is \$50m including membership subscriptions.
- ▶ Since 2012 we have moved to a new operating model with four key business groups to become more member-focused and responsive.
- ▶ We expect to complete the \$8 million upgrade of our membership and management information systems by September 2014. Our first major integrated application – eChartered – was launched in November 2012.

OUR KEY DELIVERABLES OVER THE NEXT THREE YEARS

- ▶ To deliver our inaugural Australian Engineering Convention in Melbourne in November 2014 as a professional and financial success – followed by an even more successful convention in 2016.
- ▶ To be well on track to host the World Engineers Convention in 2019, our centenary year.
- ▶ To work with our members to introduce a program of conferences and major CPD events in East Asia.
- ▶ To help our education subsidiary double its output of structured CPD, with more than a third of it online.
- ▶ To undertake a complete review and redevelopment of our Stage 1, 2 and 3 engineering competency standards.
- ▶ To implement a business model for sustainable growth in conferences and major CPD events.
- ▶ To establish a new College for members to cover the fields of engineering leadership, management and practice.
- ▶ To renew our Climate Change policy and our Sustainability Charter.
- ▶ To complete the transformation of all our services to a contemporary online platform, so members see us as their prime source of professional and career development.
- ▶ To define in new ways the role for member contributions to the profession, with a simple form of charter agreement.
- ▶ To achieve real growth in our membership subscriptions of more than 4% pa.
- ▶ To consolidate our stakeholder and sponsorship programs into a nationally integrated framework.
- ▶ To extend our YouTube® **strENGth** campaign across the country, supported by many industry leaders, following the successful pilot in Victoria.
- ▶ To deliver our signature Rainfall and Runoff reference publication on schedule, in partnership with the Commonwealth Government.

- ▶ To have a media program in place for all our spokespersons, with clear evidence of improved media engagement and coverage of engineering issues and of Engineers Australia.
- ▶ To change our constitution to transform our national Council into a professional board, with greater accountability for performance.

- ▶ To maintain our position and strengthen our high standards for accreditation of Australian undergraduate engineering programs, to meet industry and student expectations in an increasingly connected global marketplace.
- ▶ To increase significantly the value to members of being Chartered, and for 50% of eligible members to achieve this goal.
- ▶ To enhance our service for migrant skills assessment applicants with more convenient online processing.

- ▶ To focus more in the international arena for:
 - Greater mobility for members wishing to practice overseas.
 - Provision of CPD on a regular basis to and greater engagement with our overseas-based members.
 - New alliances with our counterpart bodies in key economies.
 - Sustaining our role in upholding international standards in engineering education and professional development.

- ▶ To extend our successful schools outreach programs (such as EngQuest) into a coordinated national STEM program with like-minded organisations.
- ▶ To coordinate a fully self-funded Australian Engineering Week program to raise awareness of the profession and the contribution engineering makes to community, environmental and economic wellbeing.

- ▶ To deploy our new workforce development strategies for improved levels of collaboration between staff and office bearers toward our strategic goals.
- ▶ To overhaul our higher governance systems in line with modern corporate practice for the not for profit sector.
- ▶ To complete transition to our new Management Information Systems, enabling us to decommission our legacy membership systems.