

**PIA2031**

# STRATEGIC PLAN

**AUSTRALIA'S  
TRUSTED  
VOICE ON  
PLANNING**

# PIA2031

## STRATEGIC PLAN

JULY 2021  
REVISION

*The Planning Institute of Australia (PIA) is the only national organisation representing urban and regional planners in Australia. PIA (and its predecessor, the Royal Australian Planning Institute) have proudly represented planning professionals in Australia and abroad since 1951. By inspiring and supporting planners through **Championing, Leading, Advocating and Educating**, PIA will continue to assist planning professionals to create vibrant cities and thriving communities.*

**PIA2031** is PIA's Strategic Plan to guide the evolution of PIA to the year 2031 in being Australia's trusted voice on Planning. It was first developed by PIA's National Board in 2016 and this 2021 refinement provides direction on the activities and initiatives that will be pursued by PIA over the next 10 years.

Australia is facing a range of significant and complex global megatrends that will impact on our built and natural environment throughout the 21st century. PIA believes that good urban and regional planning is essential to addressing these trends.

Therefore, there is no better time for planners to be seen as the trusted voice on how our communities should plan and respond to these megatrends.

**Australia: Journey towards 50 million** has been developed by PIA as a means of engaging with our members and policy makers on ways to manage these unprecedented challenges and opportunities.

This prompted PIA's call for a National Settlement Strategy in 2019 with a foundation of national vision for how Australians wanted their cities and towns to look, feel and perform.

This need was graphically and dramatically reinforced in early 2020 with the catastrophe of the COVID-19 pandemic.



Since this Plan began, PIA worked hard to become Australia's trusted voice on Planning. But there remains much more to do.

This vision will not be achieved unless PIA is a modern, innovative and dynamic organisation that independently represents the interests of, and builds value for its members, in the context of the value that planning plays in serving the public interest.

**PIA2031** emphasises the value of our membership through championing the role of planners and planning, leading the profession, impactful advocacy and contemporary planning education that prepares our members for a rapidly changing future.

Our plan will be underpinned by a strong, dynamic and innovative PIA that responds to the interests and values of our members. The stronger our organisation, the more impact our vision and mission will have in shaping the future of Australia.

Our organisation will provide exceptional member value and services tailored to the needs of each of our member groups, recognising how important and valuable our members are for Australia's future. Our organisation will be led by an executive team with a strong culture of performance and service delivery, recognising the importance of the implementation of PIA2031 and PIA's corporate responsibilities.

## WHAT PIA STANDS FOR ... IS THAT:

Planning is fundamental to the creation of communities which embody and exemplify **fairness, equity and access**.



**High-quality design** is crucial to creating successful and liveable neighbourhoods, towns, regions and cities.



**Planners** are indispensable to balancing the current and future needs of our built and natural environments.



**PIA is apolitical**, but at every opportunity will lobby all spheres of government to “do their part” to support great planning.



Planners expertise should be **recognised** and respected. PIA stands behind its members ... **we've got your back**.



### Our Vision

Australia's trusted voice in planning.



### Our Mission

To inspire planners and elevate their role in shaping Australia's future. PIA will do this through championing the value of planners, leading the profession, strong advocacy and contemporary education.

## OUR STRATEGIC PILLARS



### CHAMPION



### LEAD



### ADVOCATE



### EDUCATE

<b>PIA will always ...</b>	Champion the profession to non-planners.	Be a Thought Leader for the profession.	Advocate & Lobby for the Members.	Educate & Train professional planners.
<b>Our external role is to ...</b>	Promote the role & value of planning to non-planners.	Be the authoritative voice for the profession.	Stand up as advocates for the public interest.	Create great planners.
<b>Our member role is to ...</b>	Advance the role of planning and planners.	Bring planners together to be problem-solvers & innovators.	Give Members a voice and speak truth to power.	Support planners to be their best at every career stage.
<b>In a manner that is ...</b>	<ul style="list-style-type: none"> <li>• Trusted</li> <li>• Impactful</li> <li>• Forthright</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence-based</li> <li>• Considered</li> <li>• Independent</li> </ul>	<ul style="list-style-type: none"> <li>• Influential</li> <li>• Pro-active</li> <li>• Sought-out</li> </ul>	<ul style="list-style-type: none"> <li>• Future-focused</li> <li>• Quality-driven</li> <li>• Relevant</li> </ul>

# OUR FOUNDATIONS



## GOVERNANCE

PIA models best practice in governance and organisational culture



## FINANCE

PIA has the financial strength and sustainability to achieve its goals



## CULTURE

PIA is led by a dynamic and innovative executive team with a strong culture of performance and service delivery



## MEMBERSHIP

PIA has a large, diverse base of well-served members who actively contribute to the achievement of our mission

# OUR DELIVERY

All future actions and initiatives of PIA are to be aligned to the vision contained in PIA2031. Key performance indicators (KPI's) assessing performance against PIA2031 are to be developed with each Business Plan, ensuring that each initiative maintains an alignment to this plan. In turn, budgets are to be aligned to the achievement of each Business Plan.



### PIA2031 STRATEGIC PLAN



### BUSINESS PLAN



### BUDGET

- PIA2031 is the Corporate Strategic Plan developed by the Board
- PIA2031 is regularly reviewed by subsequent Boards (every 5 years)
- A rolling three-year Business Plan will be prepared by the CEO and submitted to the Board for approval
- Each three-year Business Plan shall identify and prioritise activities and initiatives associated with the implementation of PIA2031
- The activities and initiatives should be developed in partnership with the Board
- The Business Plan shall form the basis for the preparation of rolling three-year Budgets
- The Business Plan shall identify measurable KPIs for the CEO linked to the key activities and initiatives
- A rolling three-year Budget will be prepared by the CEO in partnership with the Finance, Audit and Risk Management Committee (FARM) and requires approval by the Board
- The Business Plan will identify a range of initiatives and activities that are to be reflected in the Budget
- The Annual Budget shall be accompanied by integrated Capital Expenditure Budgets

