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THANK YOU TO SPONSORS

Our heartfelt thanks goes to this year’s generous PIA SA Major Sponsors who have supported a number of events and activities:

We also thank our other sponsors who have supported individual seminars and events!
Annual Division Committee Meeting
Minutes of 2011 ADM
29 September 2011, 5:30pm – 6:30pm
Hackney Hotel - Boardroom
95 Hackney Road, Hackney, SA

Chaired by PIA SA President Iris Iwanicki FPIA

1. Welcome by President, Iris Iwanicki

2. Present

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Gary Mavrinac</td>
<td>MPIA CPP</td>
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<tr>
<td>Des Commerford</td>
<td>LFPIA CPP</td>
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<tr>
<td>Chad King</td>
<td>MPIA (Grad)</td>
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<tr>
<td>Matthew Walsh</td>
<td>MPIA (Student)</td>
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<td>Iris Iwanicki</td>
<td>FPIA</td>
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<td>Victoria Shute</td>
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<tr>
<td>Olivia Franco</td>
<td>MPIA (Grad)</td>
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<tr>
<td>Paul Mickan</td>
<td>MPIA CPP</td>
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<tr>
<td>Andrew Robertson</td>
<td>MPIA (Student)</td>
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<td>Ali Dargahi</td>
<td>MPIA (Student)</td>
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<tr>
<td>Darren Starr</td>
<td>MPIA CPP</td>
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<tr>
<td>Lisa Tregilgas</td>
<td>MPIA</td>
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<tr>
<td>Marc Salver</td>
<td>MPIA CPP</td>
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<tr>
<td>Michael Bosio</td>
<td>MPIA (Grad)</td>
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<td>Muller Mentz</td>
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<td>Carol Smith</td>
<td>MPIA (Grad)</td>
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<tr>
<td>Henry Inat</td>
<td>MPIA CPP</td>
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<td>Brian Menadue</td>
<td>MPIA CPP</td>
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<td>Stephen Smith</td>
<td>MPIA CPP</td>
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<td>Rebecca Olthoff</td>
<td>PEF</td>
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<td>Jeremy Miller</td>
<td>MPIA (Grad)</td>
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<td>Leon Jaworski</td>
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<td>Isham Hayn</td>
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<td>Peter Jensen</td>
<td>LFPIA CPP</td>
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<td>Brian Hayes</td>
<td>MPIA (Hon Fellow)</td>
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Apologies

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<tr>
<td>Michael Hihimanis</td>
<td>MPIA CPP</td>
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<tr>
<td>Tessa Reynolds</td>
<td>MPIA (Student)</td>
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<tr>
<td>Cate Atkinson</td>
<td>FPIA</td>
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<tr>
<td>Wendy Bell</td>
<td>LFPIA CPP</td>
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<td>Sue Giles</td>
<td>MPIA</td>
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<tr>
<td>Professor Stephen Hamnett</td>
<td>LFPIA</td>
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<td>Andrew Young</td>
<td>LFPIA</td>
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<td>Helen Dyer</td>
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<td>Jodi Mavrinac</td>
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3. **Endorsement of Previous Minutes**

Recommendation: That the Minutes of Previous ADM of 2010 - 2011 be endorsed.

MOVED: Darren Starr SECONDED: Gary Mavrinac
MOTION CARRIED

4. **Overview of New Constitution - National Councillor Report**

Reference to Gary’s report as printed in the Annual Report.
- New constitution and new by-laws – reinforcing Planning Institute of Australia as company limited by guarantee under Commonwealth Legislation.
- New division rules require further consultation with members.
- The role of the Board and the director’s role govern on belief of PIA at a National level with consolidation of accounts.
- The Division Committee is now accountable to the Board and reporting on the National level.
- ADM’s are designed as an exchange of information at the Division level with only one AGM conducted by the Board.
- Gary’s appointment is until November 2012.

5. **2010-2011 Business Plan and Financial Overview**

Report be received and distributed to members.

6. **Election of SA Division Committee Positions**

Only one position vacated.
Chair of the Environmental Planning Chapter - Henry Inat elected as Chair.

7. **President’s Report - Iris Iwanicki**

- Report presented by President Iris in the Annual Report noting enthusiastic work done by the SA Young Planners group.
- Promoting further regional activities.
- Cooperation with allied industries, including the Integrated Design Commission.
- Thank for support given by Vice Presidents and office staff.

Report received.

8. **Executive Officer’s Report - Des Commerford**

As per Annual Report 2011, continue with further events particularly the 2012 Congress and the promotion of professional development for members. Workshop planned to explore the 2012/2013 to enable early registration and sponsorship opportunities. Thank you to all sponsors of events throughout the year and the support of the Committee and Jodi and Tessa in the office.

9. **2010-2011 Annual Report**

Recommendation: That the 2010-2011 Annual Report be received.

MOVED: Marc Salver SECONDED: Chad King
MOTION CARRIED

10. **Other Business**

- Further promotion required of role of Planning Education Foundation
- The new role of the PIA SA Executive under the new constitution to be explored
- Conduct workshop to plan the 2012/2013 program

11. **Meeting closed at 6.40pm**
AGENDA OF 2012 ADM

Annual Division Committee Meeting
13 September 2012, 5:30pm – 6:30pm
Hackney Hotel Board Room
95 Hackney Road, Hackney, SA
Chaired by PIA SA President

1. Welcome and Apologies

2. 2011-2012 Minutes to be adopted

3. Overview of PIA Constitution and National Structure

4. 2011-2012 Business Plan and Financial Overview

5. 2012-2013 Operational Plan

6. Professional Development & Events Report

7. Election of President

8. Election of SA Division 2012-13 Committee

9. Election of Director for National Board

10. Structure of new PIA SA Division Committee
   Proposed ‘task orientated focus groups’ as determined by the new Committee related to topics and issues for the profession

11. Other Business

12. Close
PIA(SA) has been busy over the last 12 months – a regional conference in October in the south-east of the State was a great success, with the team from SELGA and the south eastern organizing committee doing a fantastic job to assist our tireless Des, Jodi and Tessa in the PIA office. The region is one of great beauty and Mount Gambier Council was most hospitable in assisting with venues and events.

Then on to organising the National Congress in Adelaide in April/May 2012 in addition to our regular seminars and social events. As each state takes turns to host the national congress, South Australia’s efforts to showcase our city and state involved many hours of seeking sponsorship, teeing up keynote speakers and working through the organisation of the master classes that wound up the congress on the final day. It was a wonderful experience to see so many interstate and overseas delegates mingling with locals in the foyer at the Festival Centre - with a view of regatta races on the Torrens Lake, and Tasting Australia events in Elder Park in winter sunshine on the opening day. The short sessions in particular were a great success and a range of innovative presentations demonstrating best practice in the many areas of our profession were well received by participants who attended. I think as a joint effort between our state organizing committee headed by Roger Freeman FPIA, as convenor, and the PIA Canberra office, the congress ended up being a highly profitable event for the new corporate PIA.

One of our activities was convening a Fellows get-together over a meal with Tim Jarvis as guest speaker, for it had been a long time since the more senior members had had a chance to meet socially. There is an impressive range of expertise and knowledge represented by PIA (SA) members and it is important to remember the efforts many have put into PIA’s organisation and events in the past.

In looking my last annual report, I note reference to the Integrated Design Strategy (IDC), the need to build for the future to curb urban sprawl in Metropolitan Adelaide through better design and effective communication (listening and responding). Now the IDC days are numbered and we are looking forward to both seeing the IDC report released by Cabinet and to how the new authority – The Urban Renewal Authority – can guide high rise development within the City. The emphasis is on quality development that values and protects the public realm at street level, provides safe, healthy and sociable open and living spaces. All this - and involving community engagement. It is an important time for professional bodies to constructively contribute to better development outcomes and to advise, advocate and respond to the way we can help deliver this in the longer term. Dealing with finite resources, protecting the qualities that are valued and have identified Adelaide as one of the most liveable cities in the world, while changing the ‘business as usual’ responses, is an exciting challenge.

Members have approached me regarding the structure and effectiveness of PIA Chapters with good ideas. The structure of Chapters will remain because of the way PIA is structured but it is intended that more effective ways of communicating and involving members through focused subcommittees will be formed as a result of ideas regarding modes of transport, heritage, social planning and policy development. All of these reflect PIA national policies and our individual member’s ability to contribute.

In closing, thank you to members who have taken the time to provide feedback on PIA matters and our Executive Officer Des Commerford, Jodi Mavrinac and Jodie Hausler for their support and guidance in my term as President.

With best wishes,

_Iris Iwanicki FPIA_
President
In November 2011, the national AGM formally commenced the start of the new Board of Directors replacing the former National Council. As with most reform, there is a period of transition as we adjust to the new ways forward.

Below is a highlight of some of the activity of the Board this past year.

**Strategic Direction**

A key step in the transition was the staging of a Strategic Planning Forum at the beginning of the year. The forum was attended by State Presidents, National Chapter Chairs and the Board to set the future key directions.

As part of the forum, attendees set a new vision for the institute, being 'Leading Effective Planning for People and Places'.

The Board also agreed upon five key strategies for 2012 – 2015 as working headings for the purposes of developing a new Strategic Plan with three year priorities, these being:

- Further develop member value
- Develop lifelong learning programs
- Communication and positioning
- Advocacy and active engagement
- Financial sustainability

The issue of re-positioning the planning profession was identified as a strategic priority in the Strategic Plan with the National President taking a lead. A working group was established in June 2012 to prepare a re-positioning strategy. Key elements currently within the project scopes are:

- develop position paper
- develop member focused tools, professional development and support to assist members in acting and communicating about the positive role planning plays
- develop targeted marketing strategy, including communications campaign, to change the image of planning & planners
- Develop evaluation mechanisms and establish baseline in order to measure periodic and trend success levels
- identify potential strategic partners and form relationships to grow mutual benefits from developing a stronger positive image of planning.

**Board Charter**

As part of the ongoing governance reform, the Board established a working group to prepare a Board Governance Charter. The charter set out the governance role and functions of the Board.

The Role of the Board being:

- to fulfil the corporate responsibilities of the Board under the PIA Constitution and Federal law
- to direct the operations of PIA on behalf of its members
- appoint and evaluate the performance of the CEO
- appoint the President
- to make decisions in respect to those matters not delegated to or the responsibility of the Chief Executive Officer
- the Board does not participate in the day to day affairs or management of the Institute
- each Board member is bound by the Institute’s Code of Conduct, which establishes the acceptable standard of personal and corporate behaviour to ensure effective governance practices

The charter is likely to be an evolving document with various matters coming up from the Board from time to time for inclusion in the charter.
Lifelong Learning

On 23 April 2012, Ari La Vache was appointed to the position of Manager of Lifelong Learning. As Manager, he has responsibility for CPP and Education, and has commenced a review of all PIA programs.

Upon initial review of the mechanisms of PLAR (Prior Learning and Recognition) and Credit Transfer, it has been identified that more clarity is required for members in order to access these pathways to certification. PLAR refers to the assessment of a members work or life experiences in order that they can be recognised to have met the unit of competency requirements of a CPP unit. Credit Transfer refers to the assessment of prior qualifications, education or training awards and certificates in order to recognise that a member has met the unit of competency requirements of a CPP unit.

As an early recommendation, Ari has suggested amendments to the By-Laws and Constitution in relation to CPP terminology to reflect the following changes: Prior Learning and Recognition (PLAR) to Recognised Current Competence (RCC) and Credit Transfer to Prior Learning (RPL).

President Elect and Directors

In accordance with the PIA Constitution, the Board re-elected Dy Currie as the ongoing President of the Institute following call of nomination from within the Board. This new term commences from the AGM in November.

The PIA Constitution specifies the need for the election of half of the Director positions each year. At the 2012 AGM a number of Directors were given one year terms to allow for the first transition period. These Directors must either retire this year and can make themselves available for re-election, including the SA Director.

Gary Mavrinac FPIA
Board Director

BIG NIGHT OUT

The Big Night Out will celebrate the best of South Australian Planning with entertainment by Australia’s premier party band, the Baker Boys. Enjoy a 3 course menu with wines and refreshments to compliment.

Friday 9 November 2012 - 6.30pm for a 7.00pm start
The Sebel Playford Ballroom, 120 North Terrace, Adelaide
Visit www.planning.org.au/sa for more information
EXECUTIVE OFFICER REPORT

A year centred on the National Planning Congress, held at the Adelaide Convention Centre in early May, made for a busy and interesting year in the office. We were determined to continue with our own program of events and continue to build the PIASA brand at every available opportunity. My special thanks go to Jodi Mavrinac and newly appointed Jodie Hausler who have the best interest of PIA in all their work and I am grateful for such a strong work ethic in our part-time workplace. Also my thanks to our former officer, Tessa Reynolds, for many years of her great work with PIA SA.

To our hardworking President Iris, who gives us a hand in the office from time to time and is always supportive of our administrative role, we thank you from our office team for your leadership and friendship. Also to members of the Division Committee and Chapters, who meet on regular basis and volunteer so much time to our members, thank you for your support and understanding during difficult times and meetings. We hope we have been able to assist you as expected.

This last financial year we have presented over 10 seminars and training sessions, 14 committee meetings, a State Conference in Mont Gambier and attended activities in association with other agencies, Government Departments, Young Planners and the LGA. We have participated in initiatives with the Property Coalition, SA Active Living Coalition, Universities, Adelaide City Council, IDC, Built Environment meets Parliament and Women with a Plan. The office was highly involved in assisting with organising meetings, program format and sponsorship for the Congress. I thank Roger Freeman, as Congress Convenor and the Congress Committee members for a great effort in presenting a very successful National Conference and hanging in till the end.

The office work load is guided by our business and financial plan and I thank the CEO, Kirsty Kelly, and staff of the National Office for all their support. The collaboration between all our PIA State offices has been very helpful. The face to face meetings and regular teleconferences, led by the CEO, are invaluable to me in achieving our goals in this office and priorities the expectations of members.

Thank you to all our members for your support. As we are here to serve your needs as a professional organisation, please let us know if we can better meet your expectations from PIA.

Des Commerford LFPIA CPP
Executive Officer

List of Events held in 2011-2012

2011
JUL Environment Event - It’s Easy Being Green
SAYP Quiz Night
Heritage Event
Young Planners Mentoring Program
Engineers Australia SA Transport Group (joint)
SEP
"On the Couch" with the Minister
Annual Division Meeting
OCT Urban and Regional Planning - Mt Gambier
NOV Stephen Hamnett Public Lecture
BYC - ERD Court Event
Planning Excellence Awards Dinner

2012
FEB Planners in the Pub
MAR Environmental Planning - Mean, Lean & Green?
Storm Water Industry Australia & PIA
Water Sensitive Urban Design Seminar (joint)
APR Fellows Dinner
Planners in the Pub
APR/ National Congress Adelaide
MAY Master Classes included:
- Transport
- Urban Design
- Social Planning
MAY Mentoring Program “Bowl Over Your Mentor”
Women with a Plan Event
JUN CPP Course - Climate Change
Annual Report 11 - 12

2011-12 PIA EVENTS

2011 STATE PLANNING CONFERENCE, MT GAMBIER

2011 PLANNING EXCELLENCE AWARDS, SEBEL PLAYFORD

2012 NATIONAL CONGRESS, ADELAIDE
ECONOMIC CHAPTER REPORT

Economic Development
Economic Development, as defined by the Planning Institute of Australia, is the bringing together of financial, social, human, natural, built and institutional capital to help provide for the material needs of sustainable communities.

Economic development professionals plan and facilitate the development of regional and local economies.

Key Objectives
• To promote the links between social, environmental, cultural and economic policies in the creation of sustainable prosperity.
• To better integrate those involved in economic development with the broader range of planning professionals.
• To promote knowledge and enrich the skills of economic development and planning professionals.
• To promote community recognition of the work done by economic development professionals.

Membership
Iris Iwanicki
Paul Gibbons
Richard Hancock
Chris Hannaford
Michael Bosio
Helen Dyer
President of PIA
Parsons Brinckerhoff
SKM
Playford
Housing Department

Any members of PIA with an interest in the economic planning chapter or any specific aspects of economics of planning are welcome and encouraged to join the committee and can participate by telephone if required; please contact the PIA SA Office on 8361 3613.

Priorities
After a very successful 2010/2011, the PIA Economic Development Chapter has reconvened with the following priorities:
• Continue to promote the role of economics in planning;
• Continue to input into key Government policy as it relates to the economics of planning;
• Provide opportunities for continuing education in the field of economics of planning and land economics;
• Provide opportunities for planners to workshop trends in the economics of planning;
• Collaborate as appropriate with Economic Development Australia and other relevant industry bodies and associations.

Activities
Key activities for the Chapter in 2011/2012 include:
• Drafting a response from PIA in relation to the City of Adelaide Development Plan Amendment.
• Initiating the Defence Seminar and Techport Tour, held on 2 August 2012.
• Initiating the South Road Superway Tour, held on 2 August 2012.

Helen Dyer FPIA CPP
Chair Economic Planning Chapter

SOCIAL PLANNING CHAPTER REPORT

The Social Planning Network has been very active throughout the year. The Network has a mailing list of 72 people and its bi-monthly meetings attract between 12 and 20 people.

The meetings have considered a range of issues including social infrastructure development, disability action plans, the new public Health Act (thanks to a great presentation from Danny Broderick from the Health Department), affordable Housing and Positive ageing amongst others.

The Network has representatives on the following committees and workgroups:
• Health in All Planning Steering Committee – this project is a joint initiative between the Health Department and DPTI. It has seen project officers paced within DPTI whose role it is to inform the broader planning agenda to ensure health outcomes are considered.
• Planning Social Infrastructure and Community Services for Urban Growth Areas Reference Group – hosted by the City of Charles Sturt this project has drawn together international and national case studies and involved many stakeholders to arrive at a framework for social infrastructure development.

Nationally the Social Planning Chapter has held regular phone meetings. These meetings assisted in developing the format for the Social Planning Master Class which was held at the national PIA Congress this year. Consideration of the upcoming PIA Congress has also been discussed.

Stuart Boyd MPIO
Chair Social Planning Chapter
POLICY COMMITTEE REPORT

Integrated Design Commission – the President has represented PIA (SA) at meetings of professional organisations with an interest in advocating continuance of the IDC’s work in South Australia. It clear that the relationship with the UK Design Council, which has absorbed CABE will continue to be contribute into the debate of good planning and design issues in South Australia. With the launch of Design South Australia last week, it was good news to hear Premier Weatherill announce a new Office of Design and Architecture in the Premier’s Department and his commitment to ensuring integration of design across key objectives for liveable spaces and healthy places throughout government agencies.

PIA (SA) submission on urban density - However, thanks to the enthusiasm and response via email from our social and urban design chapters and a young planners submission, PIA (SA) has provided a submission to the South Australian Parliamentary Environment, Resources and Development Committee who are considering issues related to urban density. Special thanks to Stuart Boyd for help with social planning aspects of urban density.

Heritage Matters - Due to cuts across the board by government to the State Budget, the State’s contribution to the local government heritage advisory program for State heritage places has been discontinued. The full impact of the funding cut on the heritage program is yet to be made clear, but given that the system of heritage architects working on a sessional basis with local councils is estimated to deal with the majority of applications involving heritage listings, our state division has sent a letter of concern at the cut. A number of heritage advisers have not been retained by various councils. A letter of concern has been sent prior to reconvene the Heritage sub-committee. This has been forwarded by the Premier to the Minister Caica. Lack of support for state heritage is regrettable given that funding of a relatively modest sum of around $340,000 per year spread across the state enabled specialist advice on heritage. Following the Minister’s response, members with an interest in heritage will be approach to form a focus group to review PIA policy on heritage in order to update the content, and discuss how heritage as a community and economic asset can be managed better. Members who are interested should contact the PIA office for further information.

Child Friendly Spaces – planning for children - PIA has been sending a representative to an ongoing state led dialogue on how to improve public spaces and facilities to better integrate child friendly (and safe) places through planning.

Pet Friendly Parks - PIA (SA) has supported a research grant application to examine pet friendly planning to the LGA and volunteered peer review and support in kind, pending the outcome of the application by our members Fiona de Rose MPIA and Kylie Ferguson, FPIA. We wish Fiona and Kylie success as the psychological value of pets to owners living within an urban environment has been been recognised as an aspect of planning for higher densities. How spaces can accommodate dog parks, mixed uses and customers will be an important aspect of urban living and demographic change in higher density scenarios.

National Policy Network - South Australia was represented on the network by Anthony Rowe and contributed to a number of national policy corrections, in particular the Murray Darling Basin policy. The network promoted advocacy by the Institute in various communications throughout the year, as related to national & state government policy.

Iris Iwanicki FPIA
PIA SA President

URBAN & REGIONAL PLANNING CHAPTER

The major event for the Urban and Regional Planning Chapter is the annual State Planning Conference. This year an organising committee of Darren Starr (Conference Convenor), Anthony Rowe, Joel Taggart and Andrew Allan was convened and established a theme for the conference of ‘SA – A State of Renewal’.

The conference aims to deal with issues associated with an anticipated period of renewal for South Australia both in its urban environments and social fabric. With themes of renewal, regeneration, reinvigoration and rebirth the South Australian State Planning Conference (27 & 28 September 2012) will address the challenges to be faced in guiding the renewal of South Australia and how we can all contribute to a brighter future for the South Australian community.

A big vote of thanks must go to those who were involved in planning for the conference, especially the PIA SA staff, whose hard work will lay the foundations for a successful conference.

Darren Starr MPIA CPP
Chair Urban and Regional Planning Chapter
URBAN DESIGN CHAPTER REPORT

The PIA Urban Design Chapter (UDC) aims to:

• Promote urban design as a means of creating environmentally sustainable, accessible, efficient, beautiful, equitable and culturally rich places, towns, cities, regions and landscapes;

• Promote urban design across a number of disciplines;

• Encourage discussion among its members and others associated with the field;

• Advance and support professional skills development, by pursuing research, educational and training activities, and by organising seminars, conferences and workshops;

• Serve as a reliable voice and public advocate for good urban design;

• Work with the appropriate educational organisations to foster research, teaching and civic-minded advisory activities;

• Manage the Australia award for urban design excellence;

• Support the establishment of a national, interdisciplinary Urban Design Alliance of Australia.

Urban Design Master Class

Organising the Urban Design Master Class for the 2012 National Congress held in Adelaide on 2 May 2012 was a key focus during the year.

Led by Professor Panu Lehtovuori, Chair of Urban Studies at the Estonian Academy of the Arts, the Master Class explored waterfront development issues within the context of contemporary Port Adelaide. The day comprised a bus tour of the Port Adelaide area, presentations by keynote speakers, lunch at a local hotel and an afternoon workshop session during which participants had the opportunity to explore potential solutions to the challenges and opportunities facing the Port. The Chapter also managed to arrange an impromptu appearance by a local dolphin!

The UDC would like to acknowledge the valuable support of both the City of Port Adelaide Enfield and PIA President Iris Iwanicki in helping plan and run a highly successful Master Class.

Urban Design CONNECT

The UDC plans to resume the popular Urban Design: CONNECT events during 12/13.

These are informal networking events which aim to attract a diverse group of professionals and students with an interest in urban design. Urban and social planners, architects, landscape architects, engineers, transport planners, artists and other professionals and artisans involved in shaping our urban centres are welcome to attend.

Mark Separovic continued in the role of Chair. The Urban Design Chapter Committee meets approximately every second month. Anyone with an interest in urban design is welcome to attend.

Michele Williams
Urban Design Chapter

ENVIRONMENTAL CHAPTER REPORT

Applying Biodiversity principles to everyday development was the theme for the Chapter this year. Two very successful seminars were presented. The first seminar, on the 1st July 2011, “It’s Easy being Green”, sponsored by the Adelaide and Mount Lofty Ranges Natural Management Board, examined a range of issues on how biodiversity is protected and achieved in urban development. The good support from members for this seminar required a follow-up seminar with a workshop format held on the 15th March 2012. Opened by Mark Parnell, leader of the Greens in South Australia, the delegates were challenged on subjects related to legislation, Wind Farm MDP, Land Contamination and a vocal debate. This seminar was sponsored by Wallmans.

Environment issues were also on the Agenda of the Division Committee as related to the Murray–Darling Basin Management Plan National Policy and Wind Farm Legislation by the State Government. Contributions on environmental planning were made to the National Congress.

Des Commerford LFPIA CPP
PIA SA Executive Officer
1. Vision

Leading effective planning for people and places

2. Mission

We will realise our vision by:

Advocating for Better Planning: Our advocacy and policy development targets the outcomes and processes needed to better plan for the future, and the challenges we face.

Developing High Quality Planners: We build the capacity and capability of the planning profession to deliver better planning for communities.

Supporting the Profession: We support and nurture planners throughout their career to create a strong, connected planning community.

3. Future statement

PIA will be the voice of planning in Australia. With 70-80 per cent of eligible professionals as members, we will form the hub of the planning community.

We will continue to be highly skilled professionals representing the key specialisations of planning. We will draw on this to lift the quality of planning practice and outcomes in Australia through policy, advocacy and knowledge advancement.

PIA Certified Practising Planner status will be recognised as the mark of planning excellence, with the majority of eligible planners being CPP members. CPP will be a recognised in government and industry as a sought-after brand that signifies quality planning services and professional advice. Planning graduates will join the CPP pathway to career growth and development.

Our Lifelong Learning approach will deepen the knowledge base of the planning specialisations and expand their reach across the membership and beyond to the wider industry and communities that planning serves. Lifelong Learning will be embedded through learning, development and growth of the professional knowledge and skills of planners.

We will support and encourage the contribution of planners throughout their careers, from student and graduate young planners to mid-career planners and planning leaders, through to planners in the later years of their careers and into retirement. Through formal and informal programs we will engage with members to support and encourage their development and connection to the wider planning community.

PIA will have a strong leadership culture which will resonate throughout the profession. Emerging and established leaders will actively engage in public debate and will be seen and heard as influential professionals.

We will have grown our influence by demonstrating our value as the voice of the profession, representing leading practitioners and thinkers. Through our links to policy, research and practice, PIA will be at the cutting edge of planning debate and decision making.

By repositioning the profession PIA will make a noticeable and positive change in the approach to planning and attitude toward planners in Australia. Planners will have embraced their role in facilitating community visions and positive outcomes for the future. Leading effective planning for people and places.
4. Who we are

Planning Institute of Australia (PIA) is the national body representing planning and the planning profession. Through education, communication and professional development, it is the pivotal organisation serving and guiding thousands of planning professionals in their role of creating better communities.

Planning is about the management of growth and change in order to achieve liveable spaces and places that are socially, economically and environmentally sustainable. Often referred to as ‘urban planning’ or ‘town planning’, planning is specifically concerned with shaping cities, towns and regions by managing development, infrastructure and services.

Professional planners work in roles focused on serving the interests of people to create environments that meet the current and future needs of communities. PIA members often declare they chose planning as a career in order to make a difference.

First established as the Royal Australian Planning Institute in 1951, PIA in 2012 represents approximately 4700 members nationally and internationally. It is governed by a National Board of Directors and managed by a professional administration. It is a member-based organisation with its management complemented by volunteers, who support and contribute to its activities on various levels.

Growth, environmental and other challenges in Australia mean that this industry body has never been more relevant. PIA gives planners from all levels of government and the private sector the opportunity to come together with one voice. They are able to make a difference through the strength of PIA’s profile, reputation, activities and influence.

5. Strategic context

Australia is facing a series of significant and complex global, regional and local challenges that will impact on society, the environment and the economy. Planning is integral to how Australia responds to major challenges such as:

> population growth and demographic change
> housing affordability and infrastructure
> transport, access and mobility
> climate change mitigation, adaption and building community resilience
> population health
> resource scarcity, food security and biodiversity loss

Planning in all sectors can and must play a key role in supporting and facilitating solutions to these issues. PIA and its members have the opportunity to make a valuable contribution through the strength and breadth of industry disciplines represented through its Chapters.

As the only national body representing planning and the planning profession in Australia, we continue to be strong advocates of the value of planning in helping governments, industry and the community address these challenges.

PIA will strive to ensure these matters are on the national agenda and that the planning profession is appropriately equipped to be an active part of the solutions.
6. Key strategies 2012-2014

Not in priority order

**STRATEGY 1: Further develop Member Value**

- **Action Plan 1.1** – Clearly articulate role and function of Chapters to increase member value
- **Action Plan 1.2** – Review and establish membership categories
- **Action Plan 1.3** – Develop online delivery options for relevant services to increase member value
- **Action Plan 1.4** – Develop pathways to assist planners to grow professionally and be engaged in the profession

**STRATEGY 2: Develop Lifelong Learning programs**

- **Action Plan 2.1** – Reposition and roll out reinvigorated CPP program
- **Action Plan 2.2** – Review future potential of CPP program
- **Action Plan 2.3** – Develop framework to align PD programs
- **Action Plan 2.4** – Develop issue paper on the registration of the profession and associated matters

**STRATEGY 3: Reposition the Planning Profession**

- **Action Plan 3.1** – Establish the foundations for repositioning the planning profession
- **Action Plan 3.2** – Develop targeted marketing campaign and communications
- **Action Plan 3.3** – Increase capacity of members to articulate the role and importance of planning
- **Action Plan 3.4** – Develop strategic alliances and partnerships to assist in positioning planning

**STRATEGY 4: Advocacy and Active Engagement**

- **Action Plan 4.1** – Develop strategic policy framework
- **Action Plan 4.2** – Develop an advocacy plan for the strategic policy directions

**STRATEGY 5: Financial Sustainability**

- **Action Plan 5.1** – Identify and develop potential partnerships and alliances that are in line with our vision
- **Action Plan 5.2** – Increase retention of membership
- **Action Plan 5.3** – Grow membership from existing and new areas
7. Action plans

Implementation of strategies through the development of action plans

Each Action Plan includes:

- detailed scope
- resources
- start date
- completion date
- project manager
- success measures
- ethics
- risks

Within the more detailed project development of each Action Plan the following core issues will also be addressed:

- Member engagement
- Return on investment (ROI) criteria
- Staff training
- Reflecting our vision and positioning

A project plan template will be developed to assist in the consistent and suitably comprehensive approach to implementing the Action Plans.