

2017 Operating Plan

Objective 1	Strategy	Action	Responsibility
To deliver a range of relevant services to our members	Identify current/potential services of benefit to members and non-members.	Review current services and their benefit level to members both internally and externally through an annual workshop.	Membership Committee
		Whole of membership survey for broader feedback on performance every 3 years	Membership Committee
		Collaborate with like organisations to identify complimentary services	
	Implement new services and update existing services	Incorporate new and existing services into membership pack	Membership Committee
		Evaluation of uptake/new member numbers to assess effectiveness	Membership Committee
	Publish a e-newsletter	Engage suitably qualified communications professional to produce a fortnightly alert	Communications Committee
	An up-to-date website that can serve as an information hub	Ensure website is fully functional, with documents such as policy positions posted for member access	Communications Committee
Facilitate networking, PD, and mentoring/coaching opportunities for young and mid-career professionals		Establish a workshop on how to start and operate a professional consultancy, including legal structures, corporate governance & risk and risk management - selection of experts.	Contracted support person Communications Officer/Secretariat
		Introduce a mentor program	
		Strengthen work experience register by invitation to new participants via linked in	

	Implement a high profile social media strategy	Identify social media expert to seek advice. Three tweets or re-tweets per week	
	Facilitate members' access to PI cover relevant to and tailored to their requirements	Review current QBE policy and pricing with JLT. Also, offer Travel Insurance and discounts on Health Insurance which JLT offer to other professional organisations such as IMC.	

Objective 2	Strategy	Action	Responsibility
To establish standards and administer professional conduct and competence for professionals in agriculture	An AIA Ethics Committee with clear operational guidelines	Maintain the Ethics Committee, with independent chair, to be called upon when needed.	Board
	AIA Code of Ethics developed & published (CAP link)	Ethics committee to revise Code of Ethics, for board approval.	Nominated director on Ethics Committee
		Ensure the Code of Ethics aligns with the CAP process	Nominated director on Ethics Committee
	Progressing a CAP scheme	Prepare the outline of the revised CAP scheme.	Board, CAP committee
		Progress discussions with stakeholder organisations including Federal Government (Minister initially).	
		Undertake a joint workshop with relevant organisations and stakeholders to progress CAP.	

Objective 3	Strategy	Action	Responsibility
To facilitate ongoing professional development opportunities for professionals involved in agriculture	Offer networking opportunities	Ensure regular face-to-face events are held in each state by working closely with Divisions	Divisions
		Identify topics of interest to members that may be suited to webinars and offer. Target – 4 during 2017	Divisions, Board
		Work with Divisions to establish/support existing events for young professionals.	Divisions, Board
	Provide access for members to new information through AIA social media platforms, weekly alerts, regional hubs and workshops	Ensure the AIA website is dynamic, effective and fit for purposes in meeting member's needs.	TAS, Communications sub-committee
		Identify topics and opportunities for webinar material and social media for members	Divisions
		In collaboration with Divisions, investigate the feasibility of a national event that offers professional development and networking opportunities	Board, divisions
		Publish the AIA Journal and ensure it maintains scientific credibility	Journal editor and Communications sub-committee
	Identify and link with organisations who offer scholarship, training, mentoring for companies and individuals such as AICD, AIMS, IMC, APEN, MLA, GRDC apprenticeship (CAP link)	Investigate the potential to work with organisations to develop partnerships.	CAP Committee, Board, Divisions.
	Continue to negotiate discounts for other organisation courses for member's access	Identify additional appropriate organisations and approach to develop partnerships.	Board, Divisions

		Undertake a skills and knowledge assessment survey to guide PD activities	Membership Committee
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Objective 4	Strategy	Action	Responsibility
	Modernise the existing award system to ensure it is contemporary and align with changes in the university system.	Establish a Divisional/University working group and connect with Council of Deans	Awards
To recognise and reward outstanding contributions to agriculture	Formalise student awards that recognize achievements and encourage young professionals	Divisions to ensure annual state award processes are in place and feed into a national award process	Divisions, Communications sub-committee
	Award of Fellowships to deserving members	Annual call for nominations from Divisions for the award of Fellow. Criteria in place for the award of Fellow and communicated to all Divisions; available to members via the website	Awards sub-committee, Divisions, Board
	Recognise members who receive awards for their contributions to agriculture and/or rural Australia e.g. Australia Day and Queens Birthday awards.	Working with Divisions support the nomination of AIA members for national awards such as Australia Day. Publish in social media and the Weekly Alert information and journal of members who are recognized in some other arena for their contribution to agriculture.	Awards sub-committee, Communications sub-committee, Divisions, Board, TAS
	Provide media support to assist Divisions in their media promotions, releases and social media grabs to support and promote awards	Discuss a divisional communications support to divisions with Communications Officer.	Communications committee

	and activities.		
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Objective 5	Strategy	Action	Responsibility
To promote and influence the development and application of science and technology for the sustainable development of agriculture in Australia	Develop and publish AIA member approved policy statements on key science/technology topics supporting sustainable development of agriculture in Australia	Identify 10 key topics Draft short policy statements and positions on topics Poll members on support of policies Publish policy statements on website Maintain policy currency through annual review. Screening process for emerging topics requiring an AIA policy position. Keep Policy and Submissions webpage updated.	Policy & Advocacy SIG, Board, Divisions
	Facilitate political, key industry, and media representative engagement	Identify key agricultural influencing stakeholders- Government Agriculture Ministers, ag industry association leaders, rural and mainstream media representatives. Pursue formal contact with conduits to decision makers Draft and forward introductory letters Schedule appointments for introductory briefings as appropriate.	Policy & Advocacy SIG, Board, Divisions
	Create publication opportunities for relevant technical papers in support of sustainable agriculture	Seek membership input to identify topics for publication. Seek membership contributions to draft technical papers under AIA banner in support of science/technology. Annual award to authors of such publications. (Article of the year award)	journal editor/Communications committee
	Foster a better understanding of and engagement in government policy setting	Sponsor a science policy webinar for mid-career members	SIG

Objective 6	Strategy	Action	Responsibility
To collaborate with other organisations whose objectives and values are compatible with those of the AIA	Work collaboratively with organisations with similar objectives on submissions	Identify organisations who may wish to collaborate on submissions and communicate with them to define collaboration terms	Board, Policy & Advocacy SIG
	Identify organisations that could offer membership affiliation benefits to AIA members and approach	Identify ways that members can benefit from a relationship with an organisation or event and pursue opportunities	Board, Divisions
	Seek a holistic agricultural policy based on submissions to Government.	Participate in across-professional body submissions to relevant levels of Government possibly through a Coordinating mechanism.	Board for national issues, Divisions for State and Local Government issues.

Monitoring and Evaluation: When the Board considers it to be appropriate (potentially every 3 to 5 years), it will organise for an independent review of performance of AIA activities to be completed for demonstrating benefits to the members.

Reviewed: December 2016 & January 2017

Approved by the Board: 23 February 2017