



## Future Focused

**Helping the property sector to respond and adapt to a changing operational landscape**

- 1.1 Create a Roadmap to the Future of the Profession Report
- 1.2 Evolve our regulatory frameworks and standards to protect confidence in an increasingly complex and technology driven landscape.
- 1.3 Create future focussed professional opportunities.
- 1.4 Capitalise on technology, data, and commercialisation opportunities to create powerful value.



## Powerful Voice

**Raise the profile and drive positive change for the property profession**

- 2.1 Be a powerful voice for the profession on the issues that matter.
- 2.2 Increase public recognition of the profession.
- 2.3 Be the pathway to resolve disputes and issues within the profession.



## Skilled Professionals

**Nurture skilled and confident property professionals**

- 3.1 Developing and implementing standards to ensure consistency and professionalism.
- 3.2 Empower and enable workforce participants to remain and grow within the profession.
- 3.3 Attract new entrants to build a workforce for the future.
- 3.4 Deliver skills development and education opportunities to help members meet the needs of a contemporary and evolving profession and sophisticated customer.
- 3.5 Deliver relevant content and compelling formats to assist property professionals to execute their roles effectively and engage with each other.



## A Strong and Sustainable Association

**Not just what we do but how we do it**

- 4.1 Deliver a Compelling Member Value Proposition
- 4.2 Cultivate an Aligned Culture
- 4.3 Invest in a Progressive Business Model
- 4.4 Ensure Organisational Sustainability