



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



API Strategic Plan

2022-24

THE AUSTRALIAN PROPERTY INSTITUTE

1

2022

- Create a Roadmap to the Future of the Profession Report and agree on actions
- Evolve API standards by delivering ten (10) upgraded and two (2) new standards and/or GP's
- Create future focussed professional opportunities by launching three (3) certifications & achieve an uptake of sixtyfive (65) certifications
- Be the pathway to resolve disputes and issues within the profession by creating a Dispute Resolution Mechanism
- Deliver a competency framework for API Membership
- Launch the Valuer Campaign
- Be a powerful voice for the profession by increasng survey trends rating API via Member satisfaction survey
- Increase public recognition of the profession by increasing Non-Member traffic to API websites and enquiries
- Attract new entrants to build a workforce for the future by delivering certifications

2

2023

- Empower and enable workforce participants to remain and grow within the profession by delivering a workforce roadmap
- Attract new entrants to build a workforce for the future by increasing certification updates and conversion to MAPI
- Conduct the University Mentoring Program
- Launch Project Insure
- Develop and implement standards supported by positive feedback from PSC
- Uptake of mentoring program from initiation and development of the platform

3

2024

- API University is established
- Deliver a compelling Member Value Proposition by delivering a personalised experience
- Deliver skills development and education opportunities by seeing increase in attendees and positive feedback
- Deliver YPP and University strategy
- Deliver relevant content and compelling formats by increasing attendance, improved nps and conversion rate
- Cultivate an aligned culture by delivering culture initiatives
- Ensure organisational sustainability by implementing robust governance frameworks, policies and processes, business improvement and profitability initiatives.