

API Strategic Plan 2023-28

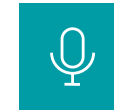
Vision

To shape the future of property professionals

Values

To lead an innovation agenda
To embrace inclusivity
To act courageously

Pillars



Future Focused

Lead the sector to:

- Advance an innovation framework for membership & standards
- Respond to evolving client needs
- Innovate professional operating landscapes
- Capitalise on technology, data, and commercialisation opportunities to create powerful value

1

A Strong & Sustainable Association

- Ensure financial sustainability by implementing robust governance frameworks, policies & processes, business improvement and profitability initiatives
- Deliver a highly personalised, positive member experience and direct value using technology and appropriate membership frameworks

2

Powerful Voice

- Raise the profile of and drive positive change for the property profession
- Advocate for the profession to government, key stakeholders and industry wide partnerships

3

Skilled Professionals

- Nurture skilled and confident property professionals with innovative skill-sets
- Deliver relevant, valuable and innovative professional development products and services to meet industry, employer and market demands through Specialist Learning Courses and initiatives

4