



strategic
PLAN 2018-2020



engage
empower
educate

from the President & CEO

IEAA has exceeded the expectations of its founders. In a short period of time, we have achieved financial sustainability, political relevance and global influence. Thanks to the leadership of successive CEOs, the commitment of Board members, the passion and dedication of Network conveners, talented staff and an engaged membership, we have become a valued contributor to national and global conversations concerning international education.

Since its establishment in 2004, IEAA has commissioned important research to address strategic issues such as community impact, employability and international student accommodation. In collaboration with affiliated peak bodies, we have influenced national policy and strategy and established ourselves as the trusted go to agency for state and federal governments on matters relating to Australian international education.



Melissa Banks
President, IEAA



Hon. Phil Honeywood
Chief Executive Officer, IEAA

The next phase of our development requires continued bold leadership and investment in the association's capability to maintain and extend organisational support and grow individual membership. IEAA's thought leadership role must continue to be knowledge based and connected internationally, as well as nationally. Strong international engagement from the President and Executive that complements a strong, internationally connected CEO will ensure that IEAA is relevant on the national and international stage.

Given the overall theme of investing in our future, our strategic focus areas for the next three years are:

01

Strengthening the association's role in and contribution to national policy and advocacy through informed representation.

02

Implementing a new professional learning framework to meet the needs of members across sectors.

03

Commissioning and disseminating research to have a positive impact on policy, advocacy and practice as well as IEAA's role as a thought leader.

We have identified three enabling capabilities – **communications, organisational & financial sustainability, partnerships** – to underpin each of these strategic pillars. In addition, we will invest time and effort in enhancing Board governance and effectiveness. Formalising and professionalising IEAA's operations will support our development and enable us to respond to whatever challenges we might face in the future.

A man and a woman are standing in a modern interior space, possibly a hallway or a lounge. The man is on the left, wearing a dark suit jacket over a dark sweater and a light-colored collared shirt. The woman is on the right, wearing a light-colored, long-sleeved top. The background features a curved ceiling with several cylindrical pendant lights. The entire image is overlaid with a semi-transparent red filter.

our **vision**

IEAA is
recognised
globally as
a powerful
champion of
international
education.

IEAA engages, empowers and educates all who work in international education.

Our ultimate goal is to ensure students and communities benefit from Australian international education. We:



Provide advocacy and member services relevant to academics, teachers and professional staff across all sectors.



Deliver high-quality professional learning opportunities to advance members' careers and enhance the quality of Australian international education.



Drive new research to highlight emerging trends, inform strategy and policy and enrich Australia's knowledge base.



Collaborate with affiliate bodies, corporate partners and government to promote the benefits of international education to the broader community.

Above all, we support approaches to international education that realise its transformative potential for all students and its positive impact on societies (local, national and global).

our mission

our values



Inclusive

IEAA provides flexible and accessible services that meet the needs of our diverse members across different sectors.



Connected

We engage with members and their communities nationally, and with sister associations globally.



Evidence-based

We use evidence to drive activity, inform resources and enhance the services we provide to members.



Socially responsible

We are culturally responsible and support individual and organisational members to be ethical and socially responsible in their approach to international education.



Accountable

We are transparent and take responsibility for the quality and impact of our work.

strategic plan



strategic pillars



ADVOCACY, POLICY & REPRESENTATION

Improve visibility and promote understanding of the holistic value of international education in Australia and globally.

Enhance representation of different sectors in the formation of national policy.



PROFESSIONAL LEARNING

Establish a dynamic, high-quality Professional Learning Framework that is globally recognised by 2020.



RESEARCH

Generate and contribute to high-quality applied research relevant to Australian international education.

Disseminate relevant research to influence policy, advocacy and practice.

enabling capabilities



COMMUNICATIONS

Provide effective communications platforms that facilitate IEAA's strategic plan and enhance member engagement.

Deliver an effective media strategy to enhance IEAA's standing as the go to organisation for international education in Australia.



ORGANISATIONAL AND FINANCIAL SUSTAINABILITY

Ensure a financially viable organisation that can deliver on services to members and strategic plan initiatives.

Enhance organisational capability and sustainability.



PARTNERSHIPS

Develop and execute a high-level strategy for successful engagement with partners, corporate associates and sponsors.

Broaden the Association's membership to be truly cross sectoral.

ieaa

International Education
Association of Australia



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