

## **ACHPER - Strategic Planning**

The 2004-2008 Draft Strategic Plan was developed collaboratively by the National Executive and Staff of ACHPER under the guidance of the Board.

The Plan includes a number of belief and value statements that define our core business and activities. The following are indicative of our vision and purpose as an organisation.

### **ACHPER Values:**

- Its members and branches
- Quality service
- Diligent governance
- Collaboration with partners and branches

### **ACHPER's Code of Practice**

- We seek to be an accountable, caring and respected organisation
- We are determined to be professional, approachable, helpful and informative
- We expect to be recognized and appreciated for our expertise, advice and influence
- ACHPER's "Brand" will reflect what our whole organisation stands for and does. This includes branch activities, our quality resource materials and products, involvement in managing projects supported by outside funding and our representation on National and State level Advisory Committees to Government.
- Our impact and influence will be demonstrated through updated policy and position statements on the critical issues relevant to our core functions, our members and our clients.

### **Future Directions - Key attributes for the future**

ACHPER's Directional Philosophy is based on growth and continuing improvement and reflects its purpose to promote active and healthy living for all Australians.

### **It will achieve this by:**

- building a broad-based reputation for excellence in all of its core functions
- expanding and renewing its advocacy and policy work
- extending its membership
- supporting its membership through professional development, resource development and research

### **In the ensuing years, ACHPER will:**

- maintain its position as the leading organisation in the provision of systems/operations that support the development and maintenance of 'active and healthy living' for children and youth
- increase its recognition from relevant government agencies for its expertise, innovation and creativity
- develop further strategic partnerships with kindred bodies that enhance our standing and stability and provide a wider base for the achievement of our goals
- develop mutually beneficial relationships with private sector organisations that provide funding for the achievement of ACHPER's goals
- Continue to identify and demonstrate effective professional practices

We will continue to involve ourselves in relevant project work.

ACHPER will continue to provide quality curriculum resources through its Healthy Lifestyles Bookshop; publish journals and magazines through its Active Graphics publishing arm and provide ongoing professional development activities through its branches and networks.