

IQA STRATEGIC PLAN: 2023-2026

VISION

Thriving communities supported by a sustainable industry.

PURPOSE

Educating and connecting people engaged with the extractive and associated industries.

STRATEGIC PRIORITIES

Support industry participants with compliance and regulation.

Build a diverse and skilled industry workforce.

Foster strong industry connectivity.

PROJECTS & STRATEGIES

- Inform changes to policy and regulation governing industry workforce skills, competency, and training requirements.
- Work collaboratively with regulators to develop a coordinated approach to regulation implementation.
- Support industry best-practice in regard to compliance and regulation.

- Position the sector as a career of choice for existing and new participants from diverse backgrounds.
- Implement upskilling pathways for new industry entrants.
- Deliver high-quality, targeted, and accessible education and continuing professional development.
- Provide access to support function services and tools.

- Connect industry via a contemporary program of events, education, and activities that powerfully engage the full diversity of the industry.
- Nurture vibrant and engaged industry networks that enable people to connect directly.
- Celebrate and share innovation and best practice to inspire improved industry outcomes.

OPERATIONAL PRIORITIES

Deepen Industry Participation

- Implement an Employer Membership category to deeper penetration into each employer.
- Implement a high-value vendor partnership and sponsorship offering to drive member value and revenue.
- Deliver individualised value to our diverse market segments to grow engagement and membership.
- Engage industry in education and programs aligned to career pathway progression.
- Develop and leverage leading industry content to broaden and deeper engagement.

Sustainable Revenue Streams

- Implement a program of works that creates sustainable revenue streams.
- Implement processes, education, and support to build a culture of financial sustainability throughout the organisation and its components.
- Increase revenue by enhancing our business development and sales capability and capacity.

Highly Capable Team

- Ensure we have the capacity and capability to successfully deliver the strategy.
- Foster effective cross functional collaboration and a safe, innovative, and productive culture.
- Use feedback and data to better inform reporting, decision making and financial management.
- Decrease costs and increase productivity by using technology to streamline processes.

Technological Innovation

- Implement technology that enables effective execution of the strategy across all organisational functions.
- Leverage technology to optimise the retention and attraction of members.
- Leverage technology to simplify the path to purchase and maximise lifetime spend of industry participants.

Effective Engagement

- Implement clear positioning and branding to ensure consistency and improve ROI on marketing.
- Deliver innovative and consistent event programming that drives ongoing industry engagement.
- Implement tailored and engaging communications that use a broad range of channels and leverage industry participant networks.
- Broaden the use of technology for networking and education by industry.

Great Governance

- Implement pathways to nurture future association leaders.
- Align committee and interest groups to vision and priorities of the IQA, state regulation and industry need.
- Review governance mix to ensure skilled representation and effective succession planning.