

Purpose, priorities, commitments

Our Purpose is directly linked to the vision and mission of the global APMP organisation.

Vision: *To be the internationally accepted authority serving and educating everyone who wins business to drive revenue for their organisation and to be the industry that serves all industries.*

Mission: *To be the trusted leader that serves an international community of bid and proposal development professionals.*

(For more information: <https://www.apmp.org/about/>)

We exist for members. We strive to be the trusted leader that serves bid and proposal development professionals in Australia and New Zealand. We extend a warm welcome to members that are located within the Asia-Pacific region.

We are a not for profit. Any membership fees and income generated from the operation of the APMP ANZ Chapter will be reinvested into the association to achieve our priorities.

Our Priorities are:

- Provide membership and member services in alignment with the APMP Vision and Mission
- Grow membership within a dedicated Australia and New Zealand* network, and
- Maintain a suitable volunteer network to ensure we can deliver on the commitments we make.

**We encourage connection to committee volunteers and members that are located within the Asia-Pacific region.*

We will achieve our priorities by:

- Adhering to any mandatory Key Performance Indicators/objectives as defined by the global APMP organisation
- Increasing awareness of the APMP (including promotion of APMP products such as certification training)
- Providing members with access to events, news/information, professional development, and training that is relevant and practical
- Exploring opportunities to elevate the member experience
- Exploring opportunities to advance the profession, and
- Recruiting and maintaining a volunteer network aligned to the Volunteer Charter. We may need to engage external specialists ad hoc and when deemed commercially appropriate.

The commitments our committee makes to each other and to members are:

- Contribute regularly and actively support all Committee members
- Participate in activities that contribute to achieving our priorities and Chapter Plan
- Ask questions and actively listen to members to evolve the member offer, and
- Advocate for the profession to advance the profession.

Key Governance Documents

- APMP ANZ Chapter Constitution
- Volunteer Charter

APMP ANZ Chapter Plan



2024 Chapter Plan

Our focus areas, targets and key moves in 2024 are:

Focus Area	Targets	Key moves
Improving the cadence and quality of member services.	<ol style="list-style-type: none"> 1. Align services to member feedback 2. Implement a regular rhythm for delivery of member services. 3. Develop strategies to effectively recruit/retain and manage change within the volunteer network with minimal disruption to services. 	<ul style="list-style-type: none"> • Survey members on current services. Invite feedback on opportunities for new initiatives. • Deliver services aligned to member feedback from 2023 survey <ul style="list-style-type: none"> ○ 4 webinars a year ○ Bi-monthly/Quarterly newsletter ○ Local networking events • Establish a Chapter Plan to clarify purpose, priorities and commitments. • Centralise and refine all operating procedures and processes. • Develop strategies to ensure that volunteers can make contributions to progress our goals in a sustainable way.
Learning what benefits can be provided through strategic partnerships.	<ol style="list-style-type: none"> 1. Identify potential partnership opportunities that will benefit members. Limit scope to Australia. 	<ul style="list-style-type: none"> • Shortlist of Australian-based partnership opportunities (such as, other professional organisations, Indigenous and business chambers, and key Government stakeholders). Refer suggestions from the 2023 member survey.
Strengthening our position as a thought leader.	<ol style="list-style-type: none"> 1. Develop an approach and position on thought leadership that resonates with the APMP ANZ Chapter. 2. Grow the mentor program. 3. Grow APMP certifications within the member base. 	<ul style="list-style-type: none"> • Identify Government/Non-Government stakeholders and opportunities to engage as a thought leader. • Relaunch the mentor program within Australia, New Zealand and Asia Pacific. • Target 50% of members to hold an APMP certification.
Increasing our reach and growing member numbers	<ol style="list-style-type: none"> 1. Deliver high-value events and webinars for members. 2. Grow corporate members. 3. Develop high quality communications and materials. 	<ul style="list-style-type: none"> • Design and deliver an annual conference for up to 250 members which includes: 3-4 keynote speakers, networking, interactive sessions and training (refer 2023 member survey feedback). • Review available platforms and determine the best options to reach members, related individuals, and organisations. This needs to consider budget limitations. • Develop a suite of marketing templates for APMP ANZ Chapter communications, including a new look and feel for the ANZ Chapter newsletter. • Target 5 new corporate members.
Developing our voice/position on important issues.	<ol style="list-style-type: none"> 1. Find opportunities to learn what impacts our members and where they want assistance to advance the profession. 2. Seek to understand the platforms that are best aligned to give a voice to important matters. 	<ul style="list-style-type: none"> • Identify areas of importance for members and develop positioning statements/talking points aligned to these areas. • Develop an approach for advocacy that is best aligned to the structure of the APMP ANZ Chapter and its volunteer network – this should include identifying platforms for speaking engagements.