

APMP ANZ Chapter Plan



2025 Chapter Plan

Our focus areas, targets and key moves in 2025 are:

Focus areas	Target	Key moves
<p>Focus volunteer efforts toward those initiatives that members value more than others</p> <p>*Based on October 2024 survey. Member benefits (services) such as conference, webinars, networking, certification.</p>	<ul style="list-style-type: none"> Implement research recommendations across top ranked member benefits* Track performance to measure progress and to ensure we continue to align to member needs 	<ul style="list-style-type: none"> Prioritise efforts to the top 5 ranked member benefits - use survey feedback and research recommendations to guide engagement and output with members: <ol style="list-style-type: none"> Conference 2026 – announce conference date and launch conference campaign with minor tweaks to the 2024 format to improve member access to content and experience. Certification – implement initiatives to reinforce the importance and value of certification ie link to competency matrix, reminders on value of certification, connect events to professional development hours Competency matrix – develop and launch a tool that maps job titles, certification and salary which can be used to advocate for the profession/APMP and support career development planning Networking – identify and deliver more opportunities to come together to share knowledge and build community Webinars – identify and deliver more opportunities to come together to share knowledge and build community. Develop initiatives to fine-tune and better promote other member benefits – as needed and time permitting ie Jobs Board, Mentoring. <p>Note: All existing member benefits will remain active with more focus provided to the top 5 based on member feedback.</p> <ul style="list-style-type: none"> Develop method(s)/tool to regularly track and report on performance of member services and to ensure continuous improvement.
<p>Keep working on ways to leverage our profile and gain recognition to build credibility, awareness and pride.</p>	<ul style="list-style-type: none"> Improve communication and messaging to better align to member benefits and to drive awareness 	<ul style="list-style-type: none"> Use survey feedback and research recommendations to refresh communication and messaging to better promote member services and highlight benefits – this impacts core communication tools ie socials, newsletter, website. Review communication tools and channels and ensure they are fit for purpose.
	<ul style="list-style-type: none"> Explore innovative partnerships / opportunities 	<ul style="list-style-type: none"> Identify individuals/organisations we can work with/partner with, to drive more benefits for members, such as: <ul style="list-style-type: none"> New initiatives and opportunities that align to member needs Improve the quality and experience of existing member benefits.
<p>Retention and growth of members</p>	<ul style="list-style-type: none"> Retention of existing members Focus on corporate member needs 	<ul style="list-style-type: none"> Embed process/initiatives to welcome new members, and support them with enquiries. Tracked lapsed member register and discuss insights with committee with actionable outcomes. Promote corporate members and highlight their support of the APMP ANZ Chapter. Develop in depth understanding of corporate member needs and develop initiatives to better support.

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Happy and healthy volunteer network	<ul style="list-style-type: none">• Retain volunteer network for the full term of 2025• Cultivate strong sense of teamwork• Review and adjust roles to reflect member benefits	<ul style="list-style-type: none">• Implement annual Chapter Plan to clarify purpose, priorities and commitments (ongoing).• Centralise and refine all operating procedures and processes (ongoing).• Fill open vacancies and consider short term support for heavy workload periods.• Shift efforts to high value member services/benefits and share workload across committee.