

STRATEGIC REFRESH

2020-26

Connecting, empowering and celebrating Victoria's public purpose sector*

**People who are united around a common purpose to deliver an outcome that serves the community. Whether they are from the public, not-for-profit, community, tertiary or business sectors, they share a commitment to operating in true partnership, recognising the need to transfer to the common purpose some of their authority and/or knowledge, and holding themselves mutually accountable for delivery of the outcome.*

Our Drivers of Change



Evolving public administration and service delivery



Evolving member expectations

How are we changing?

Change

More targeted offerings, commencing with women, young people, mid-career professionals, Aboriginal and Torres Strait Islander people and those working regionally.

Deepening support for career development to members through increased networking, expanded contemporary professional development, new mentoring opportunities, micro-credentialing, re-energised Communities of Practice and new events and other activities.

Building strategic partnerships and alliances to create collaborative, multi-sector and innovative professional learning and development.

Reframing our professional development platform to include innovation labs, hackathons, immersive and online training.

Impact on members

Membership is more oriented to specific needs of our diverse range of members, with access to bundled offerings to build leadership skills that are contemporary and future-focused.

Membership expands beyond traditional learning and into becoming part of a broader public purpose community. Members' roles transition from just receivers of service to contributors of service for other members to grow leadership across all levels and parts of the sector.

Organisational and personal members will have access to a broader public purpose sector network to exchange learnings and build relationships.

Members will get access to a broader set of learning modes that are more contemporary, harnessing the capabilities of technology.

Our Strategic Priorities



We will support our members to strengthen Victoria's community by developing their capability, resilience and courage to respond to challenges and continually adapt. In partnership with Victoria's public purpose sector we will:

- 1 be member driven, providing experiences that our members find rich and engaging, and which meet their needs
- 2 continue to deepen the support we provide to our members to further their career development and meet their capability needs
- 3 facilitate collaboration and deepen engagement to enhance the impact of our members and their work
- 4 curate and share knowledge and capability to strengthen thought leadership
- 5 celebrate achievements in the public purpose sector, and enable member-to-member support to learn from and share experience and expertise
- 6 expand the suite and value of the offerings and services we deliver.

Our Values



INNOVATION

Together, we contribute to shaping a stronger public purpose sector



INCLUSIVITY & SAFETY

We provide a safe place for multiple voices



CONNECTION

We build and grow strong reciprocal relationships and networks



INTEGRITY

We are consistent in demonstrating and promoting honesty, transparency and ethical behaviour



EXCELLENCE

We constantly seek to improve the quality of our service to members

PERSONAL

Connect, empower and celebrate.

Membership Segments

Professional*



Deeply committed and engaged

Individuals in full-time, part-time or casual employment, and with a keen interest in public administration and the public purpose sector who wish to pursue their leadership potential and enhance their career through increased engagement with, and commitment to, the sector.

*Discount for individuals with up to seven years career experience.

Fellow



Outstanding contributors and exemplar leaders

Individuals who are recognised for their outstanding contribution and exemplar leadership (Recipients of Fellowship designation in accordance with IPAA Victoria's Fellowship Policy. Includes 'Life Members').

Student



Aspiring

Year 12 students or tertiary students who want to build knowledge and engagement in the public purpose sector and access core IPAA Victoria offerings.

Retired



Ongoing interest in core IPAA Victoria offerings

Post-career people who wish to remain highly engaged with and contribute to the public purpose sector.

Reciprocal



Members of the public purpose sector community

Recipients of reciprocal benefits offered by IPAA Victoria to members of designated organisations.

Other Segments

Community of Practice



Discipline specific passion

Explore and contribute to a public purpose discipline surrounded, supported and encouraged by likeminded and diverse people.

Supporter



Build knowledge of and connection to the public purpose sector and attend events and other activities of interest

Individuals who want to engage with IPAA Victoria by receiving e-news, attending events and professional development activities, but do not receive benefits associated with memberships.

Curated Offerings



Early Career

Offerings curated for those who are in the first seven years of their professional career. Includes dedicated scholarships, new programs, YIPAA Summit, mentoring brokerage and exclusive networking opportunities.



Women

Offerings curated specifically for women in the public purpose sector across Victoria that are engaging and diverse to better support and build their leadership capacity; and develop and support women holding leadership roles. Includes Women's Network, Senior Executive Network and Women's Summit.



Aboriginal and Torres Strait Islander

Offerings curated to enhance and support the professional development and leadership capacity of the Aboriginal and Torres Strait Islander workforce in the public purpose sector across Victoria. Includes dedicated scholarships; specific leadership support; and mentoring brokerage.



Mid Career

Offerings curated for those who are advanced in their professional career (5 – 14 years), including those who aspire to become Executives in the public purpose sector. Includes more specific programs; and leadership and career mentoring.



Regional

Offerings curated for the 40 per cent of public purpose sector (30 per cent for the VPS) working across regional Victoria. Includes increased networking; regional forums and programs delivered across the state; live streaming of events.

ORGANISATIONS

Incentivise and support your workforce to contribute to outstanding public purpose leadership

Membership



Platinum Member

Victorian Public Service departments and Victoria Police



Gold Member

Open Category



Silver Large

More than 1000 employees



Silver Member

Less than 1000 employees

Partners



Under IPAA Victoria's Partnership Framework and Strategic Framework to IPAA Victoria's National and International Approach, tailored packages will be mutually developed with partners who are committed to working with IPAA Victoria to build the future of Victoria's public purpose sector and inspire outstanding public purpose leadership.

KEY INITIATIVES INCLUDE:

- Capability Framework for the Modern Public Purpose Sector
- Collaboration Framework
- Design Framework
- Digital Learning Platform
- Marketing & Communications Strategy
- Membership Engagement Strategy
- Partnership Framework
- Personal Members Portal
- Programs Strategy
- Regional Engagement Strategy
- Research and Knowledge Curation Strategy
- Strategic Framework to IPAA Victoria's National and International Approach.