



STRATEGIC PLAN 2014-2015

Educate to support
Inform to grow
Influence to promote
Collegiality to enjoy

OUR VALUES

QELA's vision is to be the leading independent multi-disciplinary contributor to Queensland's planning, development and environmental laws.

OUR VISION

QELA, a not for profit organisation, consults with and educates interested professionals and government representatives about planning, development and environmental laws which apply, or are proposed to apply in Queensland. QELA provides a collegiate forum for multi-disciplinary interaction and collaboration.

OUR MISSION

STRONG RELATIONSHIPS

Honour our foundations and ensure sustainable success

- Deliver measurable and increased value for diversified membership base
- Increase and diversify membership
- Strengthen and facilitate to meet member needs including networking, mentoring and social events
- Identify and secure key sponsors, patrons and strategic partnerships

VALUED MEMBER SERVICES

The value we deliver to meet our members' needs

- Deliver excellent value and service for members in Annual Conference, seminars and workshops
- Review delivery of, and improve outcomes from, educational grants
- Provision of support and tools to assist and develop our speakers
- Develop a suite of online educational and informational products and resources

EXCELLENCE IN GOVERNANCE

Ensure a platform for success as a professional membership association

- Develop a new, simple and relevant constitution
- Achieve budgeted revenue targets
- Leverage technology to drive ease, value and accessibility
- Strengthen operational processes and procedures to increase efficiencies and reduce costs

