

# Our Strategic Plan FY10–14

**Vision Statement: To be the leading legal professional membership association.**

**We will be a leading legal professional membership association through:**

- value to our members
- scope of influence
- peer recognition
- industry recognition
- public awareness

**FY 10/11 Goals:**

To continue to meet the needs of our members and staff  
To be 'business fit' for National Law Reform opportunities

Our values underpin the way we do business.

**RESPECT  
INTEGRITY  
SERVICE**

**Strategic imperatives:**

1. understand our membership needs and identify and grow additional services and products to meet these needs
2. build and implement technology, systems and process to meet business needs and enable superior delivery of member services
3. have the right people for the right roles, sharing our values and demonstrating a strong client ethos

## Members

- understand membership needs and perceptions of value
- retain and grow membership
- >90% of solicitors
- establish satisfaction benchmarks

## People

- employee engagement
- improve organisational performance

## Process

- using technology to improve, support and enhance process and efficiency
- review and improve processes to enhance business outcomes, create efficiency and effectiveness
- corporate governance framework

## Finance

- increase revenue
- manage budgeted costs through improved business process and efficiencies