



**Ahi**  
a brighter future!

# STRATEGIC PLAN

Expires 2025

# PLAN CREATION AND MANAGEMENT

The Australasian Housing Institute (AHI) Board began the construction of this plan in early 2020 and approved it for public release in June after consultation with branch committee members. This plan will be reviewed annually and revised as required. The AHI Board, through the approval of this plan, is delegating the achievement of the related KPIs to the AHI CEO.

# WHY WE DO WHAT WE DO

We believe housing people can change the world  
and they are a catalyst for a brighter future.





## WHO IS AHI?

We are the professional body for the social and affordable housing sectors in Australasia, including public and community housing. We exist to deliver services to our members to enhance their careers and expand the recognition of the sector through networking events, seminars, workshops, training, industry recognition and professional certification.

Our products and services are aimed at supporting housing professionals at all stages of their career.

We deliver our services across Australia and New Zealand.

# OUR VALUES

## INNOVATION

We apply innovative thinking in all we do. We are focused on transformative thinking and delivering solutions and outcomes for our members.

## EXCELLENCE

We take pride in the delivery of high quality professional products and services. We believe that excellence drives business outcomes and professionalism.

## TRUST

We deliver in a way that our members and partners know they can rely on us. We believe trust is crucial in the delivery of value and in generating high quality relationships with our members.

## INCLUSIVENESS

Our products and our services meet the collective needs of our members. We believe in working collaboratively.

## VALUE

Ultimately we must deliver tangible value to our members. We believe that value is a continuum and we will continue to explore ways to improve our value proposition to members and our partners.



# STRATEGIC PILLARS

**MEMBER  
ENGAGEMENT**

**PROFESSIONAL  
EXCELLENCE**

**SECTOR  
RECOGNITION**

**BUSINESS  
SUSTAINABILITY**



# MEMBER ENGAGEMENT

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We continually drive innovation through engagement and in turn deliver value to our members. We recognise our members are diverse and located in remote, regional and metropolitan centres across New Zealand and Australia. Our engagement will be highly mindful of this fact.



# DELIVERABLES

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- develop marketing strategy to lift AHI profile with current and potential members
- implement a rewards program for members developed for their specific needs
- develop an information strategy that supports inclusiveness and geographical reach, disability and for those that use english as a second language
- enhance existing feedback mechanisms and develop new ones
- raise the AHI awards profile and increase participation
- work closely with branches across jurisdictions



# PROFESSIONAL EXCELLENCE

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Driving professional excellence into the sector is a key reason for our existence. We are focused on delivering a learning curriculum and learning opportunities to allow for upskilling, recognition and professional development.

# DELIVERABLES

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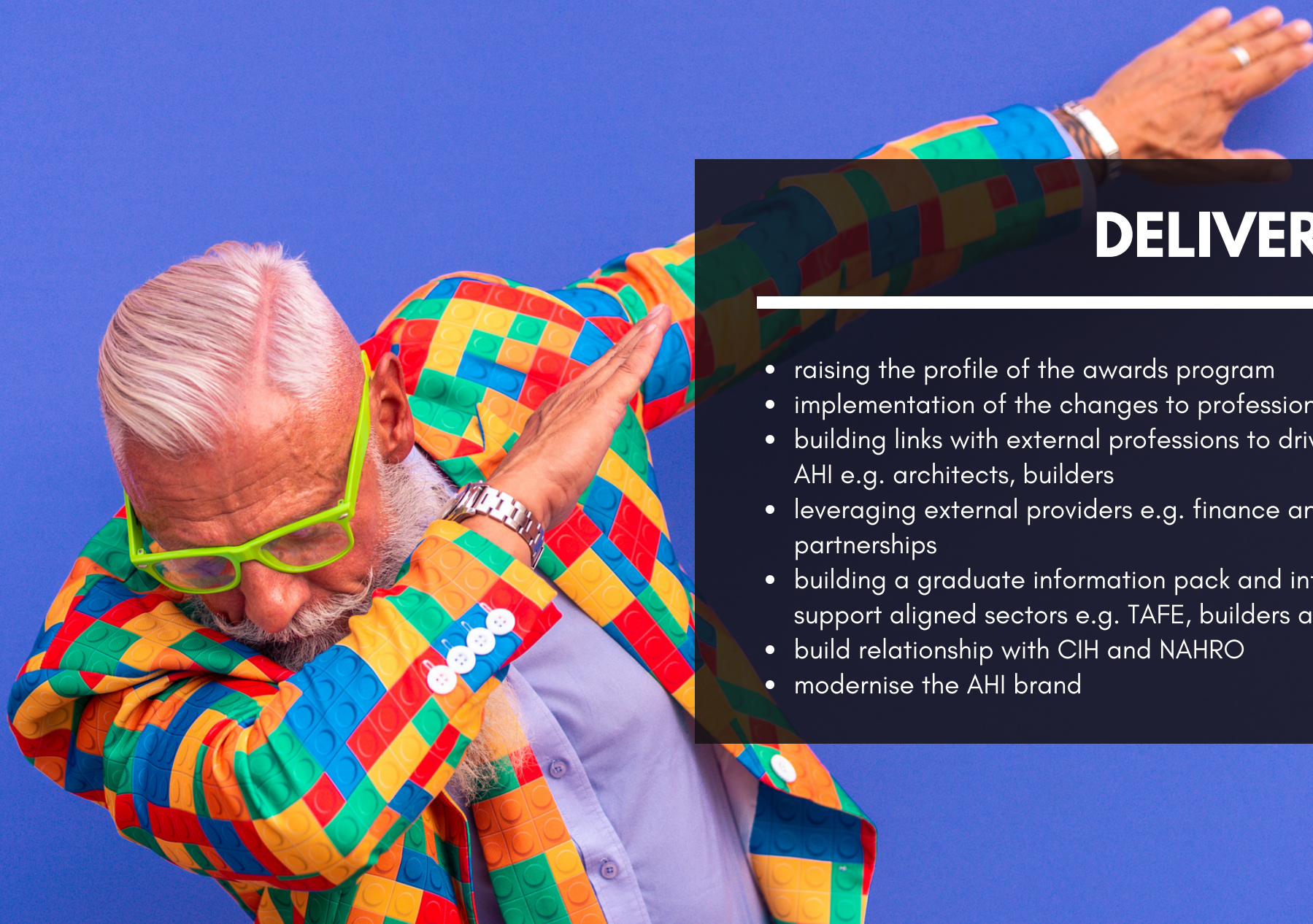
- engage with members to plan an annual program of learning and development
- deliver the learning and development program to the satisfaction of members
- develop and deliver an elearning platform
- expand learning and development market beyond just housing sector participants
- partner with like organisations e.g. planning institute of australia, governance new zealand to compliment AHI learning environment
- integrate our professional certification program with a qualification framework e.g. certificate four, post graduate studies
- development of member code of conduct to promote excellence

A close-up, profile view of a woman with dark hair tied back, wearing a blue top. She has a tattoo on her chin and is wearing hoop earrings. Her mouth is open as if she is speaking, and her hand is partially visible in the foreground.

# SECTOR RECOGNITION

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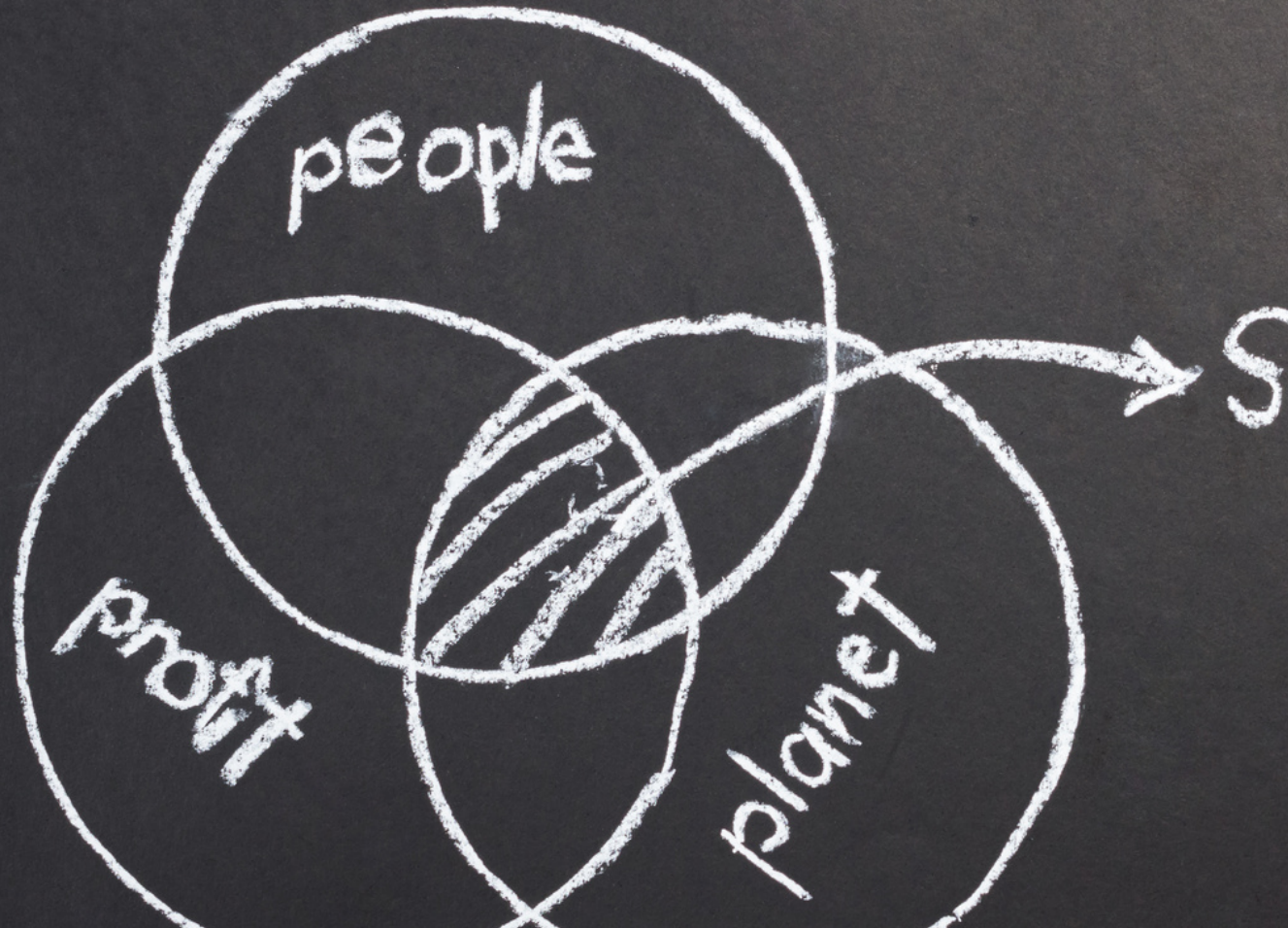
Building greater profile and appreciation of the sector in order to attract, retain and grow professional talent. We are focused on making the sector a destination of choice.



## DELIVERABLES

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- raising the profile of the awards program
- implementation of the changes to professional accreditation
- building links with external professions to drive awareness of AHI e.g. architects, builders
- leveraging external providers e.g. finance and academic partnerships
- building a graduate information pack and information to support aligned sectors e.g. TAFE, builders and others
- build relationship with CIH and NAHRO
- modernise the AHI brand



# BUSINESS SUSTAINABILITY

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A focus on the long term development of the business and giving it the financial capacity to keep reinvesting in itself, its products and services; with the main outcome, to benefit members.

# DELIVERABLES

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- development of new products and services
- sustainable surpluses, year on year
- implementation of the new membership structure
- diversifying the revenue base to reduce reliance on Govt.
- building strategic partnerships
- undertake a review of governance mechanisms and effectiveness
- empower branch committees
- implement a risk management strategy and methodology
- build transparency in governance culture and communications

# KEY PERFORMANCE INDICATORS

## Short Term Goals (by end of 2020/21 FY)

- Member numbers surpass 2000 and grows by 5% year on year
- Implementation of the elearning platform by june 2020
- eLearning platform used by 10% of members on an annualised basis
- Implementation of the member code of conduct by september 2020
- Launch of new brand and marketing strategy

## Medium to Long-Term Goals

- By end of 2021/22, AHI has 2100 members
- By end of 2022/23, AHI has 2205 members
- By end of 2023/24, AHI has 2315 members
- By end of 2024/25, AHI has 2430 members
- 10% increase in number of events held, year on year
- 10% increase in member participation at events, year on year
- 85% of members satisfied with products and services measured on an annual basis
- Learning and development schedule in place by end of january each year, for the upcoming year
- Learning and development program achieves a minimum satisfaction level of 85%, measured on an annual basis
- 10% of members are enrolled in the professional certification program on an annualised basis

92%

Data Availability

More info

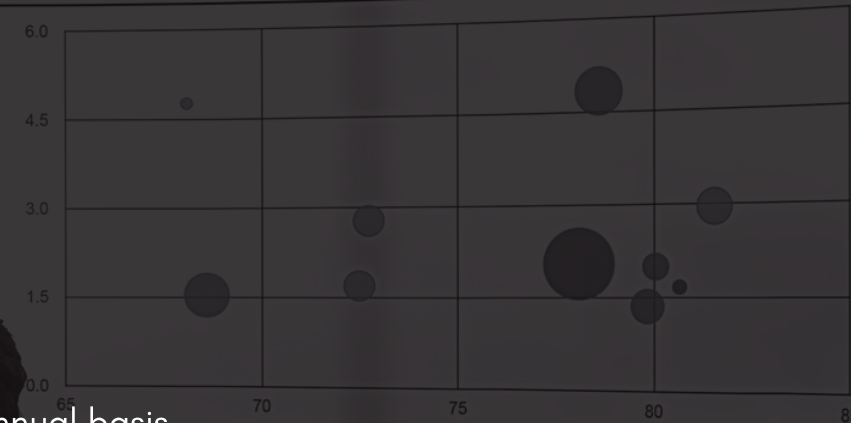


Actual vs Target

More info



Products positioning



# KEY PERFORMANCE INDICATORS

- The level of awareness of AHI from within the sector increases on an annual basis
- Increase in affiliate membership on an annual basis
- 3% growth in professional certification on an annual basis
- Increase support by public housing authorities on a year by year basis
- 5% growth in top line revenue each year
- Minimum of 5%, sustainable surpluses year on year
- Increase in the diversification of revenue streams

The image features a vibrant orange gradient background. At the bottom, there is a dark silhouette of a city skyline with various buildings and structures. Centered in the upper half of the image is the word "Ahi" in a large, bold, white sans-serif font. Directly beneath "Ahi" is the phrase "a brighter future!" in a smaller, white, lowercase sans-serif font.

**Ahi**  
a brighter future!