

STRATEGIC PLAN

2022 | 2024



WE ARE YOUR
ASSOCIATION,
AND WE ARE
HERE TO SUPPORT
YOU ON YOUR
CAREER JOURNEY

VISION

To be a respected, leading membership organisation
fostering connected, accomplished people.

MISSION

We develop local government people.

CONTEXT

Our Strategic Plan recognises that Local Government Professionals Australia, SA plays a principal role in the career and personal development of the sector's people. We do this through the provision of programs and opportunities that stretch and challenge our diverse range of people. We celebrate and recognise achievement and advocate for opportunities within our sector, always looking to improve the brand and professionalism of local government, positioning it as a great place to work.

LG PROFESSIONALS SA
STRATEGIC PLAN



KEY PRIORITY AREAS



KEY PRIORITY 1

MEMBERSHIP

- ▼ Increase participation of field employees through unique and specific training and development opportunities.
- ▼ Increase General Manager and Director participation through clearly defined and relevant opportunities.
- ▼ Regularly review and monitor performance of Networks to assess ongoing participation and value whilst exploring the creation of new Networks based on Membership demand.

KEY PRIORITY 2

ADVOCACY

- ▼ Empower South Australian local government through the provision of resources and training to achieve a 40:40:20 gender balance by 2025.
- ▼ Establish a Local Government Leaders for Gender Equity Group.
- ▼ Promote professional participation in the sector through the establishment of a Local Government Graduate Program.

KEY PRIORITY 3

STAKEHOLDER RELATIONSHIPS

- ▼ Partner with the LGA to maximise benefits for our respective members.
- ▼ Strengthen our relationship with LG Professionals Australia – creating a shared vision and direction of Roles, Responsibilities, Relationship and Resourcing.
- ▼ Leverage and build stakeholder networks and relationships eg. Universities, SALGFMG, IPWEA, LGITSA.

KEY PRIORITY 4

MARKETING & BRANDING

- ▼ Weave a diverse range of member stories into program marketing campaigns.
- ▼ Increase recognition through member councils and subsidiaries.
- ▼ Clearly define LGA partnership to maximise partnership outcomes.
- ▼ Increase profile in the local government training market.