

# **CONCRETE INSTITUTE OF AUSTRALIA**

## **STRATEGIC PLAN 2010-2012**

## **VISION**

**Concrete Institute of Australia aims to be the primary independent organisation related to the concrete industry in Australia in which everyone who aspires to excellence in concrete technology, application, design and construction will seek Membership.**

## **The Mission of Concrete Institute of Australia**

**Is the promotion and development of excellence in concrete technology, application, design and construction throughout Australia.**

# **STRATEGIC PLAN – 2010-2012**

## **KEY OBJECTIVES**

- **FINANCIAL STABILITY**
- **PROFILE AND POSITIONING**
- **KNOWLEDGE DEVELOPMENT AND SHARING**
- **DEVELOPMENT AND MANAGEMENT OF RELATIONSHIPS**

## **KEY PROJECTS / INVESTMENTS**

- **MEMBERSHIP DEVELOPMENT**
- **EDUCATION / PROFESSIONAL DEVELOPMENT**
- **INTELLECTUAL PROPERTY DEVELOPMENT**
- **CORPORATE MEMBER / SPONSOR RELATIONSHIP DEVELOPMENT**