

CA ANZ Strategic Plan – Difference Makers

OUR PURPOSE	<p>We support our members to make a difference in the communities in which they work and live. We are committed to advancing the profession through high ethical standards, delivering world class services and education and advocating for the public good.</p>								
KEY PILLARS	World class member experience	Our brand and influence	Sustainable profession and professional body	Digital transformation and delivery	A culture of Difference Makers				
FOCUS AREAS									
INITIATIVES	<ul style="list-style-type: none"> Member insights Multi-channel engagement strategy Tailored professional development Relevant member support Personalised engagement model 	<ul style="list-style-type: none"> Bold, visible advocacy and thought leadership Market-leading professional standards and conduct Difference Makers Digital newsroom 	<ul style="list-style-type: none"> Sourcing the talent of the future Future membership programs and pathways Adaptive organisation Sustainability Enhanced assurance Best practice governance 	<ul style="list-style-type: none"> IT foundations Data strategy and architecture Data, business intelligence & analytics Digital capability and culture Seamless digital experience platform Personalised user experience 	<ul style="list-style-type: none"> Integrated talent management Leadership Workplace flexibility Inclusion and diversity strategy Wellbeing strategy 				
OUR CHARTER	Membership Body	Advocacy	Regulator	Tertiary Provider	OUR VALUES Collaborate	Integrity	Diversity	Accountability	Grow