



IFFA Strategic Framework



Strategic Framework

Who we are

VISION

Thriving communities built on well-managed forests*

*(*healthy, wealthy, exciting & sustainable)*

MISSION

To advance the development of people and knowledge to enable the best-practice management of forests

VALUES

*Universalism
Achievement
Self-Direction
Benevolence*

PERSONALITY

*Inclusive & Open
Optimistic, and agreeable,
Thoughtful and conscientious,
(Creative/unconventional)*

Three pillars of activity

Communications
Branding &
Advocacy

Governance &
Professional
Standards

Professional
Development &
Members Services

Where we want to be: strategic goals

1

Become the authority on forest management (Respected)

4

Develop & implement professional governance procedures (Trust)

2

Have a larger and broad membership base (Inclusive)

5

Establish Measurement of social recognition (Measurement & evaluation [goal: increase social license to 'Trusted' within 5 years])

3

Deliver member services that create advocacy and pride (Pride)



Vision:

Thriving communities built on well-managed* forests

*well-managed = ongoing interventions that ensure healthy, wealthy and sustainable forest systems



According to our Values the IFA needs to embody:

Universalism - Protecting the environment, social justice, unity with nature, wisdom.

Achievement - Influential, capable & social recognition

Self-Direction - Creativity & curiosity

Benevolence - Honesty & responsibility

These values embody the IFA Code of Conduct

- Act with integrity
- Always provide a high standard of service
- Treat others with respect
- Take responsibility
- Act in a way that promotes trust in the profession
- Have regard for sustainability



Pillars of Activity

Communication, Branding & Advocacy

- Style
- Logo & aesthetic
- What we stand for
- What we speak out against
- External & Internal
- AFJ
- Membership diversification
- Representation
- Partnerships
- Community engagement
- Weekly bulletins
- Newsletter
- Proactive
- Respond to enquiries
- Respond to issues

Governance Role & Professional Standards

- Dissemination of knowledge
- Board composition, skills based
- Broad membership
- Understanding members & potential members
- AFJ, CPD, RPF
- Interest groups, FWB, FFI
- Ethics
- Constitution
- Policy influencing
- Knowledge transfer
- Certification
- Valuation standards
- Forest standards

Professional Development & Members Services

- Forest education & training
- RPF – build program
- Training Hub
- Career Expo Day's- ANU, Melb., SCU, JCU, USC
- Young Professionals program
- Mentoring
- Networking
- Seminars & Lectures
- Conferences, IFA, AFG, NZIF
- AFJ
- CPD
- Connectivity to members; weekly bulletins, newsletters, the journal
- Internal communication
- Dissemination of information



Strategic Goals (specific)

1. The authority on forest management (Respected). IFA is recognised nationally and internationally as a respected professional body and the independent authority on forest management.
2. Broad Membership Base (Inclusive): We have strong and diverse membership that reflects the wide range of people who practice forestry.
3. Member services (Pride): We deliver services that are valued by our members and our members proudly adhere to the Institute's professional and ethical standards.
4. Professional (Trust): We are well governed, efficient and the long-term financial viability of the IFA is secure.
5. Measurement & evaluation (M&E): Develop & implement ongoing KPIs to track performance of IFA against strategic goals (ie # members, diversity of members, youth/age, Social license).

