



Strategic Plan

2024-2027

Vision

The APS is committed to being the strongest voice for improving the lives of Australians through psychology. We stand together with our members and partners as advocates for applying psychological science and practice to support and empower communities and individuals so that Australians can thrive and lead fulfilling lives.

Purpose

The APS is the peak body for psychology members in Australia. We are a progressive voice dedicated to improving the mental health and wellbeing of the population.

Together for Impact

Strengthened Workforce

Invest in and value the psychology professionals who provide services to individuals, workplaces, and communities.

Professional Diversity

Build on the diversity of the psychological workforce to ensure Australians can access high-quality affordable services when and where they need it.

Connections

Foster the diverse expertise and experience of our member groups through psychology networks to encourage collaboration, build community capabilities and resilience.

Collective Influence

Collaborate with volunteer members and global stakeholders to increase the influence and impact of psychology in society.

Constant Progress

Continuous Progress

Be the provider of choice for high-quality psychology resources and professional development. Co-design member learning and training to meet changing needs.

Innovation

Use the latest technology and data to empower our members to collaboratively respond to needs in a changing world.

Informed by Psychological Science

Foster member informed practice and evidence-based policy by applying psychological science to promote good health and wellbeing.

Future-focused Leadership

Build forward-looking capabilities to securely position psychology and our members for the future.

A Stronger Voice

Bold Advocacy

Provide member insights and evidence-based expertise to drive sustainable change that benefits the health and wellbeing of all Australians.

Stakeholder Relationships

Ensure Australians have access to contemporary psychological knowledge and can apply this to foster good health and wellbeing.

Social Impact

Elevate the role of psychology to develop solutions to critical societal challenges and increase positive impact where we live and work.

Access & Inclusion

Advocate for policy and practice to address social disadvantage and cultural safety.

Organisational Sustainability Organisational Values

Financial, ethical & environmental sustainability • Responsible governance • Organisational culture & capability
Stronger together • Respect in every action • Forward thinking • Professional integrity