

# APS Strategic Plan 2021–2024

## Vision

We strive to realise the full human potential of individuals, organisations and their communities through the application of psychological science and knowledge.

## Purpose

We aim to be the leading Australian psychology organisation – dedicated to advancing the scientific discipline and ethical practice of psychology in the communities we serve, to promote good psychological health and wellbeing for the benefit of all Australians.

## Strategic Priorities

### Social Impact

Establish the APS as a trusted voice with government, lead agencies and the public in improving the performance, well-being and psychological health of the Australian community.

### Reimagining the APS

Build a vibrant, diverse and collegial organisation serving the needs and interests of the community – making the APS the peak psychology organisation of choice.

### Organisational Sustainability

Lead a future focused organisation, which is innovative and responsive to needs in a changing world.

## Objectives

### Social Purpose and Advocacy

Provide expert, evidence-based and technical guidance in the development of policy for the benefit and wellbeing of Australians.

### Stakeholder Relationships

Partner with stakeholders to ensure Australians have access to the requisite psychological knowledge and an appropriate, diverse workforce.

### Community Awareness and Education

Encourage psychology as a trusted, distinct and culturally safe field of science.

### Access and Inclusion

Advocate for the health, wellbeing and cultural safety of all Australians, including policy and practice to address social disadvantage.

### Identity and Culture

Promote a culture that celebrates the diversity of individuals building on a sense of community, active engagement and shared belonging.

### Education and Training

Develop and train the next generation of psychologists.

Be the provider of choice for innovative, high-quality psychology resources so that psychologists are an effective and respected workforce serving the needs of their communities.

### Psychological Science

Promote and value the advancement of psychological science as the basis of the discipline and practice of psychology.

### Digital Transformation

Use technology to transform the individual experience, providing tailored engagement and efficient business systems that can flexibly meet future needs.

### Governance

Provide effective, transparent and accountable APS governance consistent with best practice and legislative requirements.

### Organisational Capability

Commit to develop our people and value their contribution to our strategic objectives.

### Financial Sustainability

Ensure operational cost effectiveness and financial sustainability.

### Ethical and Environmental Sustainability

Demonstrate a commitment to corporate social responsibility and environmental sustainability.