

Home Economics Institute of Australia Inc.

# Strategic Plan

2017-2020



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# Why this plan is important

Home economics is an interdisciplinary field of work and study, having as its focus the wellbeing of people in everyday living in households and families. As the peak professional body for home economists in Australia, the Home Economics Institute of Australia Inc. (HEIA) represents the interests of home economists working in education, industry, community services, consumer affairs and family and household management.

The Home Economics Institute of Australia Incorporated's purpose is to promote and advance the role and practice of home economics. This is achieved through the work of the National Council (Council), the eight divisions and the established national Standing Committees.

Council is the principal governing body of HEIA and has the responsibility to ensure HEIA continues to offer maximum value and results in pursuing our purpose.

HEIA's greatest enduring strength is the ability to engage the diversity of knowledge, experience and interests of our members studying and working across the country. The Strategic Plan 2017-20 is intended to provide guidance for those groups and individuals involved in the operation of HEIA, and ensure the focus remains on the required functions that will sustain the relevance and achievements of home economics professionals and HEIA well into the future.

Specifically, the plan will:

- provide a national strategic direction for HEIA for 2017-2020
- provide a framework that will guide and assist Council, Divisions, Standing committees, task groups and individual members to focus on key issues when planning activities and initiatives
- complement annual reports in providing an overview and record of HEIA's planning, operations and achievements and in fostering a progressive and positive image of HEIA within the home economics community and related stakeholders

# Guidance for the Strategic Plan

The direction of HEIA is determined by a commitment to our mission statement, our values and the purpose of our Constitution.

## *Mission of the home economics profession*

The mission of the home economics profession in Australia is to educate, inform and act as an advocate to government, industry and the community for families and households, so that individuals and families can make informed choices in order to enhance their everyday living.

## *Mission of HEIA*

The mission of HEIA is to enhance the professionalism and political legitimisation of Australian home economists.

## Values of HEIA

HEIA values:

- critical reflection
- democratic processes
- sustainability
- empowerment
- social justice
- investment in social capital.

## *HEIA purpose*

HEIA's constitutional purpose is to:

- provide a national focus for home economics and home economists
- promote public recognition of the role of home economics
- set professional standards for the practice of home economics and promote the professional standing of home economics
- encourage and assist home economists with continuing education and professional development
- encourage, initiate and coordinate research into areas related to home economics
- cooperate and affiliate with bodies at state, national and international level, concerned with the education of and advocacy for families and households in their everyday living.

# Strategic priorities

The three strategic priorities outlined in this strategic plan are:

1. professional success
2. public recognition and professional standing
3. sustainability of HEIA.

These priorities are outlined in detail in the following section, with accompanying objectives and broad goals. While this strategic plan has been generally kept at a high level, some specific strategies are included and responsibility assigned; primarily to the HEIA Standing Committees.

## *Standing Committee Annual Implementation Plans*

The strategies outlined here are further developed in the implementation plans of the HEIA Standing Committees, which outline:

- actions – the specific tasks that must be undertaken
- how – the plan of how the committee will complete the action
- who – the persons/ committees/ taskgroup who have responsibility of each of the actions
- when – the timelines for completion
- budget – the financial resources required to implement
- success criteria – the indicators of success

The annual implementation plans, support the implementation of the Strategic Plan 2017 to 2020. Progress of Annual Implementation Plans will be reported on at each Council Meeting and updated yearly throughout the Strategic Plan cycle. HEIA Standing Committees will consult with external stakeholders to support actions from the Plan. Council has responsibility for overseeing the Annual Implementation Plans and evaluation process of the Standing Committees.

## Evaluation

The success of this strategic plan will be measured through an evaluation process at the end of the three year period. The goals outlined in this plan will be used as the basis for the evaluation; that is, the evaluation will detail the actions that were followed to meet each goal and the overall success, or otherwise. The Standing Committee annual implementation plans will be evaluated and reported on to help ensure the strategic priorities of the overarching strategic plan can be achieved.

# Strategic priority 1:

## Professional success

Opportunities for all members to equip themselves for increased professional success and strengthen their home economics related capabilities.

### Objective 1

To provide members with access to high quality professional development.

Goals	Specific strategies	Responsibility
Provide access to professional learning opportunities for members.	Present an HEIA national triennial conference.	Professional Development Standing Committee
	Deliver a webinar program to address members' needs and interests.	Professional Development Standing Committee
	Promote the use of digital technologies in home economics education.	Professional Development Standing Committee
	Collaborate with divisions in the design, implementation and evaluation of professional learning activities to meet the needs of a range of members e.g. early career home economists, non-teachers, those in rural and remote areas.	Professional Development Standing Committee

## Objective 2

To provide all members with access to high-quality professional merchandise.

Goals	Specific strategies	Responsibility
Provide members with access to high quality professional merchandise.	Produce the HEIA journal	Professional Development Standing Committee
	Produce a regular digital newsletter. Provide regular digital alerts, as required.	Council and Council representative Council representative
	Source relevant high quality professional merchandise for review and sales through the HEIA website.	Council and representative
Identify deficits in available resources for members.	Research the need for the development of specific home economics resources.	Professional Development Standing Committee

# Strategic priority 2:

## Public recognition and professional standing

Increased recognition of the professional practices of, and leadership contribution made by, the home economics profession to the wellbeing of individuals and families, including the development and implementation of public policy.

### Objective 3

To promote a strong public image.

Goals	Specific strategies	Responsibility
Market HEIA and its activities to ensure public recognition.	Develop a public relations strategy.	Council Executive and Council
	Promote HEIA at external events.	All Standing Committees President and Council
	Recognise those who have been an HEIA member for 10 or more consecutive years.	Membership Standing Committee
	Review the concept design for the HEIA 'brand' and associated materials.	Council Executive and Council
	Increase HEIA's social media activities e.g. Facebook, Twitter.	Council and Membership Standing Committee
Recognise HEIA members.	Promote the HEIA fellowship, leadership and service awards and encourage divisions to nominate members for national awards.	Executive Member, Council and Divisions

## Objective 4

To ensure the professional practices and leadership contribution of the home economics profession are recognised.

Goals	Specific strategies	Responsibility
Advocate for home economics with relevant professional organisations.	Develop position statements on current home economics-related issues.	Council Executive, Council or representative
	Prepare HEIA submissions/responses to policy issues at the national and state and territory level.	Council Executive, Council or representative
	Investigate relevancy of forums, meetings and events for HEIA involvement.  Represent HEIA at relevant national forums, events and meetings related to home economics.	Council Executive and Council  Council Executive, Council or representative
Source and apply for professional awards for members of HEIA.	Investigate and apply for appropriate State/Territory, National and Professional awards for member recognition.	Council Executive, Council, Divisions or members
Ensure regular contact with International Federation of Home Economics (IFHE).	Collaborate with IFHE to share planning, knowledge and experience.	Council Executive, Council or representative

## Objective 5

To promote home economics career opportunities

Goals	Specific strategies	Responsibility
Promote home economics careers pathways.	Promote home economics careers through secondary and tertiary institutions.	Council, Divisions or Council representative
	Provide information on home economics courses and careers on the HEIA website.	Council, Divisions or Council representative
Promote awards, competitions and scholarships available for students of home economics disciplines.	Promote awards and scholarships through secondary and tertiary institutions.	Council, Divisions or Council representative
	Support the National competitions available to students eg. McCormick Flavour Forecast Challenge, Wool4schools.	Council, Divisions or Council representative

# Strategic priority 3:

## Sustainability of HEIA

A capable organisation with an infrastructure, strong relationships and a shared sense of purpose among the HEIA council, the divisions and members that ensure the sustainability of HEIA.

### Objective 6

To provide operational support to HEIA Council, Divisions and Standing Committees.

Goals	Specific strategies	Responsibility
Support the functioning of HEIA Council, Standing Committees and Divisions.	Determine and prioritise the areas in which assistance would be most beneficial.	Council Executive and Council Delegates
	Develop a staff induction program.	Council Executive and Council Delegates
	If endorsed, integrate paid staff into the operation of HEIA.	Council Executive
	Revise the HEIA Policy and Procedures Manual.	Council Executive
	Establish an induction/ handover/ mentoring program for Council delegates and Standing Committee Convenors.	Council Executive and Standing Committee Convenors

## Objective 7

To ensure the maintenance and growth of membership.

Goals	Specific strategies	Responsibility
Promote membership of HEIA.	Pursue possible benefits and promote a suite of benefits to HEIA membership.	Membership Standing Committee
	Develop content for and contribute to the Member area on the HEIA national website, such as posting on forums, adding ideas and resources.	Council and Membership Standing Committee
Promote HEIA using marketing strategies.	Investigate possible marketing strategies to promote HEIA.	Council Executive, Council Delegates, Membership and Professional Development Standing Committee
	Promote existing marketing areas and strategies for HEIA Inc eg. Resources for professional learning opportunities, HEIA and relevant awards, scholarship opportunities.	Council Executive, Council Delegates, Membership and Professional Development Standing Committee

## Objective 8

To maintain and enhance the fiscal management of HEIA.

Goals	Specific strategies	Responsibility
Implement enhanced business practices related to finance.	Monitor HEIA membership fees and recommend changes accordingly.	Council Executive
	Seek funding through external sources e.g. grants, projects.	Council Executive and Council or representative
	Investigate opportunities for income through professional learning activities (via non-members).	Council Executive or representative
Train Council members and divisional treasurers in finance and risk assessment.	Continue to record and use electronic banking and reporting systems.	Treasurer
	Institute a training program for council members and divisional treasurers in finance and risk assessment.	Council Executive and Treasurer