

Home Economics Institute of Australia Inc.

STRATEGIC PLAN

2021-2024



heia

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heia.com.au

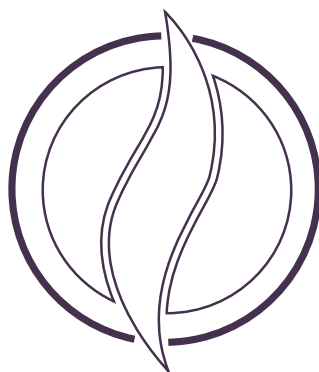
Why this plan is important

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 3 incorporated divisions and single entity 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 2021-2024 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.



The mission and focus of the Institute are reflected in its logo.

The concentric circles symbolise the family unit within the community and the world as a whole.

Website: heia.com.au

Email: heia@heia.com.au

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 legitimization 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 and
- ❖ Divisions.

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/ task group 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 2021 to 2024. 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 ongoing professional development opportunities for all members aligned with national standards.

Goals	Specific strategies	Responsibility
Provide opportunities for the professional success of all members.	Facilitate the delivery of an HEIA National triennial conference.	Council Professional Development Standing Committee
	Deliver face to face and online professional learning opportunities and Communities of Practice to address members' needs and interests.	Council Divisions Professional Development Standing Committee
	Collaborate with divisions in the planning, implementation and evaluation of professional learning opportunities to meet the needs of members.	Council Divisions Professional Development Standing Committee
Provide support for the career development of all members.	Provide support for career development through Communities of Practice and mentoring opportunities.	Council Divisions

Objective 2

To strengthen home economic capabilities of all members

Goals	Specific strategies	Responsibility
Provide members with information about high quality professional resources.	Produce HEIA publications including the digital Journal and newsletters. Review resources available for members.	Council Executive Council Members Divisions
Identify links to like-minded professionals to support member's needs.	Facilitate the creation of a list of like-minded professionals from industry, the tertiary sector and associations to support current member's needs.	Council Executive Council Members Divisions

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 advocate for increased public recognition of professional practice in the home economics profession.

Goals	Specific strategies	Responsibility
Increased recognition of professional practice of home economics professionals.	Contribute to HEIA publications.	Council Divisions Members
	Nominate members for HEIA awards.	Council Divisions Members
	Nominate members for awards with external organisations recognising professional practice.	Council Divisions Members
Increased exposure to HEIA publications.	To increase awareness of the home economics profession through sharing of newsletters, journals and other publications.	Council Divisions Members

Objective 4

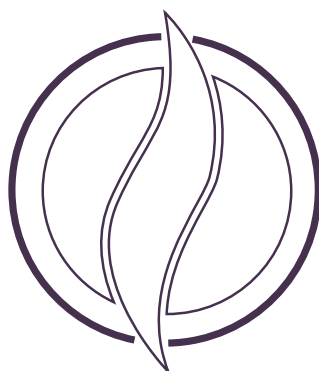
To increase recognition of leadership contributions made by the home economics profession to the well-being of individuals and families

Goals	Specific strategies	Responsibility
Increased recognition of leadership contributions.	Encourage members to apply for awards and scholarships for leadership skill development. (NESLI and other possible opportunities)	Council Membership Standing Committee Council Members
	Encourage members to apply for leadership positions within the organisations.	Council Membership Standing Committee Council Members
	Celebrate leadership contributions to the profession.	Council Divisions
	Link with other professional education organisations - i.e. Associations Forum, AAEA, DATTA.	Council Divisions
	Maintain membership of international organisations and contribute where possible.	Council Membership Standing Committee

Objective 5

To contribute to the development and implementation of public policy

Goals	Specific strategies	Responsibility
Contribution to the development of public policy.	To actively participate in, and respond to the review of the Australian curriculum.	Council Executive Council Members Divisions
	To contribute to the development of public policy that relate to the disciplines of home economics as opportunities arise.	Council Executive Council Members Divisions
Contribution to the implementation of public policy.	To provide professional learning on changes in the Australian Curriculum for members.	Council Professional Development Standing Committee Divisions
	To contribute to the implementation of public policy through the provision of professional learning that relates to the disciplines of home economics as policy changes.	Council Professional Development Standing Committee Divisions



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 continue 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.	Review current support for HEIA and continue to refine operations.	Council Executive Council members Administration manager
	Review induction/ handover/ mentoring procedures for Council members and Standing Committee Convenors.	Council Executive Council members Administration manager
	Continue to revise the HEIA Policy and Procedures Manual as required.	Council Executive Council members Administration manager
	Provide support for continued functioning and updating of the HEIA website.	Council Executive Council members Administration manager

Objective 7

To ensure the maintenance and growth of membership.

Goals	Specific strategies	Responsibility
Promote the professional benefits of participating in the organisational positions of HEIA.	Provide members with information and opportunities to review the benefits of involvement in HEIA.	Council Membership Standing Committee Divisions
	Encourage each of the members of the committees of management in each division to attend Council meetings as an observer.	Council Membership Standing Committee Divisions
	Continue to support restructure of HEIA Inc. Review the structure of National council to improve representation across the subject disciplines.	Council Divisions Council Council members
	Review the Constitution.	Council Council Members
Promote membership of HEIA.	Continue to assess and use marketing and membership strategies to increase HEIA membership.	Council Executive Membership Standing Committee
	Continue to pursue and promote possible membership benefits for members of HEIA.	Membership Standing Committee Administration Manager
	Develop content for and contribute to the Member area on the HEIA national website, such as posting on forums, adding ideas and resources.	Council Executive Council Members 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 Council Members
	Implement and maintain a three income strategy for funding HEIA 1. Membership fees 2. Profit from professional learning opportunities 3. Funding through external sources e.g. grants, projects.	Council Executive Council Members Divisions Administration Manager
Train Council members and divisional treasurers in finance and risk assessment.	Continue to record and use electronic banking and reporting systems.	Treasurer Administration Manager
	Institute a training program for council members and divisional treasurers in finance and risk assessment.	Council Executive Treasurer