



STRATEGIC PLAN

2020 – 2025

OUR PURPOSE

To support the eight architect registration boards by delivering high quality, nationally consistent assessment programs on the path to registration as an architect in Australia. We do this to provide the public with confidence in the quality of architectural services in Australia.

WE ARE COMMITTED TO

- Working with integrity
- Taking a rigorous approach to our work
- Responding and adapting effectively to the challenges of a changing world
- Fair and collaborative engagement with our stakeholders

WHAT WE WILL DO	HOW WE WILL DO IT
Establish and maintain the National Standard of Competency for Architects	<ul style="list-style-type: none"> • Monitor, understand and document changes in the practice of architecture • Review how the NSCA are applied in the assessment programs
Understand the business of architecture	<ul style="list-style-type: none"> • Define and undertake research with stakeholders • Develop nationally consistent data sets
Understand the business of architecture	<ul style="list-style-type: none"> • Work with Architect Registration Boards and stakeholders to increase awareness of the pathways to registration • Increase industry awareness of the Architect Registration Boards' regulatory activities • Promote the importance of registration
Increase participation in registration pathways	<ul style="list-style-type: none"> • Develop and maintain international agreements for recognition of qualifications and registration • Facilitate the sharing of regulatory knowledge across borders
Strategy enabler	<ul style="list-style-type: none"> • We will develop our communications and engagement capabilities

ABOUT AACA AND OUR STRATEGIC PLAN

OUR PURPOSE

To support the eight architect registration boards by delivering high quality, nationally consistent assessment programs on the path to registration as an architect in Australia. We do this to provide the public with confidence in the quality of architectural services in Australia.

WHO WE ARE

AACA is the national voice for architect registration boards around Australia. AACA maintains the National Standard of Competency for Architects which underpins all assessment processes including the accreditation of architecture programs leading to registration as an architect in Australia.

We were established by the architect registration boards, as a not-for-profit in the 1970s in response to the need for a nationally consistent approach to eligibility for registration and the recognition of overseas qualifications in architecture.

We are building our capacity as the key source of information about the architecture profession in Australia and how it compares with architectural education and regulation around the world.

WHAT WE SEEK TO ACHIEVE

In writing this strategy, we identified a number of success outcomes that we seek to achieve for ourselves, architect registration boards and society. These are:

- Society considers architects to be reliable, trustworthy professionals
- A higher confidence in the services provided by architects in Australia
- All relevantly educated and experienced practitioners are registered or are on the path to registration as an architect
- The value of architect registration is unquestioned
- Appropriate and relevant research underpins all of our decisions
- Architects are representative of the diversity of Australia
- AACA is referenced and recognised as an authority

OUR 5-YEAR STRATEGY

OUR COMMITMENTS

Our commitments are informed by our beliefs and values, and underpin the delivery of our strategy:

- Working with integrity
 - Taking a rigorous approach to our work
 - Responding and adapting effectively to the challenges of a changing world
 - Fair and collaborative engagement with our stakeholders
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STRATEGIC THEMES AND OBJECTIVES

Our strategy comprises four strategic themes, which state what we intend to achieve. Each theme has two or three key objectives which provides the means of how we will deliver the theme.

1. ESTABLISH AND MAINTAIN THE NATIONAL STANDARD OF COMPETENCY FOR ARCHITECTS (NSCA)

The NSCA is the heart of the work of AACA.

For Australia to benefit from consistent, high quality architectural services it is important to ensure that the assessment programs for architects support and maintain a high standard of competency.

We have two objectives which will deliver this;

- **1.1 Monitor, understand and document changes in the practice of architecture**
Through engagement with our local and international stakeholders we are in a unique position to remain abreast of trends and changes impacting on the work of Architects. We will monitor these changes, seek to understand their impact and provide our Architect Registration Boards, our stakeholders, government and the public with accounts of these observations.
- **1.2 Review how the NSCA are applied in the assessment programs**
AACA has a unique, national position to observe how assessment programs are delivered across Australia. We will review how the extent to which the NSCA reflect are applied across all programs and provide our members with accounts of these observations.

2. UNDERTAKE RESEARCH TO UNDERSTAND THE BUSINESS OF ARCHITECTURE

Good quality data is important as it can help us make great decisions.

Prior to this strategy there have been pockets of data available for our industry about the 'business' of architecture, but overall it has been insufficient. We seek to explore matters such as the demographics of the architect profession in Australia, how architects are putting their skills into practice, and what the evolving needs of suppliers and consumers of architectural services are. We have two objectives in this area:

- **2.1 Define and undertake research with stakeholders**
Our stakeholders can help us understand what data we need as an industry sector, and how we can collect this data. Through our stakeholders we can reach deep into the sector, so we are able to create broad and rich data sets.
- **2.2 Develop nationally consistent data sets**
Through working closely with our architect registration boards we can ensure that data collected across the states and territories is collected in a consistent way. This will enable us to create valuable datasets which provide a national picture of the business of architecture, as well as identify differences and commonalities between the areas.

3. INCREASE PARTICIPATION IN REGISTRATION PATHWAYS

The number of people studying architecture is increasing, and there has been an increase in the number of registrations in the past few years. However we need to do more to ensure that all practitioners providing architectural services are registered.

To address this, we have two objectives:

- **3.1 Work with architect registration boards and stakeholders to increase awareness of the pathways to registration**
We will work with the architect registration boards and our key stakeholders to identify channels and tactics which will promote awareness of the pathways to registration to our target cohort.
- **3.2 Increase industry awareness of the architect registration boards' regulatory activities**
It is important that industries using the services of architects are aware of the regulatory role of the architect registration boards. This greater industry awareness will demonstrate the value of registration to customers and increase demand for registered architects over non-registered. This will drive an increase in demand for registration.
- **3.3 Promote the importance of registration**
For practitioners who are not registered, we believe there may be a lack of value perceived in registering. We will work with our key stakeholders as a channel to change those perceptions.

4. DEVELOP INTERNATIONAL RELATIONSHIPS

AACA holds the eminent position of representing Australia on the global stage.

This privilege has been achieved through partnership development in the preceding years. We believe there are opportunities to explore at an international level, building on the networks and relationships that have been developed to date.

- **4.1 Develop and maintain international agreements for recognition of qualifications and registration**

A key undertaking of AACA is to work with other countries to develop and maintain agreements around architect qualifications and registrations. This work ensures that Australia continues to hold high standards for architects from abroad seeking to work here.

- **4.2 Facilitate the sharing of regulatory knowledge across borders**

Through our international networks there is an opportunity to learn and share knowledge relating to the regulation of the practice of architecture. We can play a role in promoting best practice globally and drive important conversations with our global peers around important regulatory issues as they arise.

OUR KEY ENABLER

Communications and engagement capability

The work of AACA is deeply reliant on information flow between our architect registration boards and stakeholders and us. Having strong communications and engagement capabilities in these areas will allow us to deliver our four strategic themes more easily, and with more impact.

We will develop our capability around communications and engagement as a key enabler of the strategic themes.