

Connect › Support › Advance

2023-2025 Strategic Plan

Board approved: 13 October 2022



The Institute of
Internal Auditors

Australia

Vision, Mission & Strategic Goals



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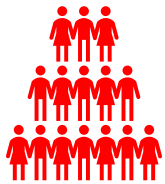
OUR VISION

Our members are recognized professionals who are sought after as trusted advisors to boards and executives

OUR MISSION/PURPOSE

To advance the profession and practice of internal auditing and those specializing in governance, risk and controls

STRATEGIC GOALS



**Grow
Membership**



**Promote
Competency
and Learning**



**Advocate for Public
Policy Interests of
the Profession**



**Heighten Brand
Awareness**



**Ensure
Organizational
Sustainability**



Grow Membership



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Objectives	Strategies
A. Grow student membership	<p>A1. Raise awareness of the characteristics of the broader internal audit profession among tertiary students</p> <p>A2. Offer free membership to all part-time and full-time students</p>
B. Expand membership reach to include professionals in industries adjacent to internal audit	<p>B1. Establish a GRC-focussed division of IIA-Australia to develop highly-practical GRC related tools, case studies, and frameworks that will attract GRC practitioners under a subscription-based revenue model</p> <p>B2. Promote the benefits of IIA-Australia membership to GRC subscribers</p>
C. Attract members from leading corporations	<p>C1. Develop a Stakeholder Engagement Plan focussing on CAEs, Audit Committee Chairs, CEOs, and directors from the ASX Top 100, large private companies, and select universities</p> <p>C2. Encourage membership by the Professional Services' Firms</p> <p>C3. Enhance and expand the value proposition of the CAE Service</p>



Promote Competency & Learning



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Objectives	Strategies
A. Reimagine professional development and credentialling	<p>A1. Develop training in audit and assurance techniques that will benefit non-audit specialists (e.g., Quality Managers, GRC practitioners)</p> <p>A2. Identify training that will enable internal auditors to demonstrate technology-specific competencies</p> <p>A3. Develop and promote micro-credentialling opportunities</p>
B. Expand and deploy new go-to-market strategies	<p>B1. Develop a market strategy to promote competency and learning</p> <p>B2. Deliver relevant learning products to segmented markets including GRC</p> <p>B3. Execute a sales strategy for learning and credentialling to groups and companies</p>
C. Enhance technical content development	<p>C1. Develop a mutually beneficial framework to share and co-develop intellectual property with other mature Affiliates globally</p> <p>C2. Encourage contemporary thinking and content development through a Technical Advisory Committee</p>



Advocate for Public Policy Interests of the Profession



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Objectives	Strategies
A. Self-regulation of the profession through a Code of Conduct (subject to the final version of the Ethics and Professionalism component of the IPPF)	<ul style="list-style-type: none">A1. Promote the Code of Conduct to members so they become advocatesA2. Promote to employers the benefits of adopting the Code of Conduct for their internal audit functions in AustraliaA3. Recognise/celebrate employers who adopt IIA-Australia's Code of ConductA4. Develop a marketing strategy to promote the Code of Conduct to audit committees, regulators, and to all levels of government
B. Elevate recognition of and respect for the internal audit profession	<ul style="list-style-type: none">B1. Develop a concise 'elevator pitch' to communicate the what, the why and how of internal auditors and the work they perform
C. Mobilise Chapter Councils to advance advocacy efforts and messaging	<ul style="list-style-type: none">C1. Develop tools to assist Chapter Councils to communicate advocacy messages/initiatives



Heighten Brand Awareness



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Objectives	Strategies
A. Reimagine membership categories	<ul style="list-style-type: none">A1. Re-categorise/re-name existing membership categoriesA2. Encourage member transition to professional membershipA3. Develop a communications plan to sell the benefits of elevation to professional membershipA4. Consider a value and fee differential between categories
B. Build awareness of the IIA and enhanced services to board and management stakeholders	<ul style="list-style-type: none">B1. Understand the motivators, barriers and potential opportunities for IIA products to meet stakeholder needsB2. Enhance and build IIA brand awareness with company directors beyond regular advertisements



Ensure organizational sustainability



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Objectives	Strategies
A. Build and continuously evolve agile, secure, and scalable technologies	A1. Leverage the capabilities of the MS Dynamics 365 CRM and website platform A2. Enhance Cyber Security resilience and maturity levels with the Australian Signals Directorate's 'Essential Eight' A3. Continue technology transformation with a clearly defined roadmap A4. Ensure effective governance and IT project management capabilities
B. Embrace diversity, equity, and inclusion as an organisation	B1. Develop a Reconciliation Action Plan to demonstrate tangible support to First Nations' Peoples in Australia
C. Cultivate partnerships with like-minded organisations	C1. Establish new partnerships with organisations to drive value for IIA and the profession C2. Leverage existing partnerships to add value and deliver on the strategic plan