Our FY26-FY30 Strategy

Strategic Plan FY26–30 "FIT for the future"

Our purpose
Why we exist

Enabling the safe and sustainable progress of Australian communities

Our vision
Who we want to be

The trusted voice that delivers confidence in a changing world

Our strategic pillars
What we will focus on

Financial responsibility   **I**mpact   **T**rust

Our enablers
How we will deliver

People + Digital solutions   through a lens of...   Reinvention + Simplification

Our values
The behaviours that we commit to

Integrity | Courage | Accountability | Respect | Excellence

Financial responsibility

Ensure the long-term financial health and sustainability of Standards Australia

Strategic objectives	Focus areas and actions
Operationally break even by FY29	• Refer below for revenue stream objectives • Focus on organisational efficiency, simplification and structure • Simplification of IT architecture and environment • Enhanced project governance and spend
Successfully convert material new revenue streams	• Development of a "whole of company" commercial strategy • New offerings along the value chain • New regions and countries • Maximise current, and consider new, Kungari investments
Strategic use of Future Fund	• Ongoing strategic asset allocation review • Enhanced monitoring, reporting and governance over JANA

Impact

Celebrate and promote the positive impact of Standards Australia on industry, government, and the community

Strategic objectives	Focus areas and actions
Enhance our relationships with key political influencers and rebuild organisational trust	• Demonstrate the value of standards in a politically uncertain world • Development a targeted and strategically aligned political engagement plan • Use of standards to enhance Australian competitiveness • Future strategy for standards access and usability • Increase leadership on Pacific projects & celebrate success
Develop standards in an efficient manner that enhances traditional industries and proactively addresses emerging trends	• Extend the scope of standards development to new and emerging areas • Explore the use of Digital Tools and AI as part of the Standards Development (and other publications) process
Increase our visibility and profile in the community and with industry	• Development of a targeted and strategically aligned Reputation, Communications and Marketing strategy • Celebrate and promote our positive impact • Be a leading voice on topics of community and industry interest with a focus on Safety, Critical & Emerging Technology, Energy and the Environment

Trust

Build and maintain trust with our members, our contributors, and the community.

Strategic objectives	Focus areas and actions
Become the partner of choice for trusted services and solutions	• Improve the "ease of doing business" with Standards Australia" for external stakeholders (i.e. contributors, nominating organisations, government departments, members etc.) • Explore the use of Digital Tools and AI as part of the Standards Development (and other publications) process • Also refer to Financial Responsibility re new revenue streams
Membership delivers tangible value, is sought after, and held in high regard	• Review of the current membership model and alignment with SA Strategy • Development of a Member Value Proposition • Enhance the advocacy from Members in relation to Standards Australia • Broaden the membership base to new and emerging industries • Undertake 5-year membership renewal review

People

Enabling our strategy through capability, collaboration, and shared purpose

Strategic objectives	Focus areas and actions
Create a High Performing Culture	• Clarity of roles, responsibilities and alignment to FY26-30 strategy • Improved Performance Management and link performance outcomes to remuneration increases • Build the ability and willingness for honest conversations across the business • Create an environment where diversity, inclusion and belonging is championed and celebrated
Align skills and capability to our strategic objectives	• Attract, develop and retain key talent • Develop an updated Employee Value Proposition

Digital solutions

Accelerating our strategy through innovation, integration, and intelligent solutions

Strategic objectives	Focus areas and actions
Enhance operational efficiency across the business	• Improve the "ease of doing business" <u>within</u> Standards Australia" • Improve the "ease of doing business" <u>with</u> Standards Australia" for our clients and support our revenue generating opportunities • Simplification of IT architecture and environment • Enhanced project governance and spend • Explore the use of Digital Tools and AI as part of the core business processes
Strengthen cybersecurity resilience to protect our data, our systems, and stakeholder trust	• Ongoing focus and delivery of the Cyber remediation project • Enhanced monitoring and response to cyber and data incidents • Upskilling our people with regards to Cyber risk and mitigations

STANDARDS
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