

PRESIDENT'S SUMMARY

We are pleased and privileged to present Master Builders Western Australia's three-year Strategic Plan that will steer the Association's operations from 2016-18.



Michael McLean



Robert Spadaccini

Over the next three-year period, the Strategic Plan will lay the foundation for our office bearers, members and staff to work more effectively as a team. It will inspire us to recognise that we are a team in pursuit of one common cause: to strengthen and grow the building and construction industry.

Our vision is "A strong Master Builders Western Australia for a strong building and construction industry", where the very best companies within our industry aspire to join our pursuit of excellence. At the forefront, the over-arching purpose of the Strategic Plan is to strengthen Master Builders Western Australia as the peak industry association whilst always adhering to our values and culture. Our strategy is focused on delivering a forward thinking, service based Association which will provide industry leadership and stewardship.

The Strategic Plan is underpinned by five key pillars which provide the fundamental framework and delivery of the Association's objectives. Within the Strategic Plan, our state-based Association will continue to be defined by its people, its strong values and independence. We will be resolute in exploring opportunities for further growth. To our members and alliance partners, we will be committed to delivering the best outcomes, exceptional customer service whilst remaining the Association for the building and construction industry.

This document is a high level summary of a more detailed strategic plan that will drive the Association over the next three years. As an member-focussed Association, we are extremely optimistic about our future.

Rest assured we will deliver all elements of the Strategic Plan, and would welcome your ongoing support and feedback as we embark on this exciting journey.

Robert Spadaccini
President
Master Builders Western Australia

Michael McLean
Executive Director
Master Builders Western Australia



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MASTER BUILDERS ASSOCIATION OF WA



MASTERBUILDERSWA

MASTER BUILDERS WESTERN AUSTRALIA STRATEGIC PLAN 2016-2018

OUR VISION

“ A strong Master Builders Western Australia for a strong building and construction industry. ”

MISSION

Master Builders Western Australia is the peak industry association for the building and construction industry.

PURPOSE

Master Builders Western Australia is a membership based industry association for the purpose of providing our members with:

- Industry leadership and stewardship.
- Strong industry advocacy and representation.
- Promotion of construction excellence.
- National representation with Master Builders Australia.
- Highly valued technical advice and support.
- Tailored products & services.
- Quality and relevant training.
- Career and professional pathways.
- Access to regional, state, national, and international affiliations, alliances and partnerships.

CULTURE

Master Builders Western Australia will drive its vision with a culture that is:

- Forward thinking and committed to a positive contribution to the building and construction industry.
- Orientated to setting and achieving goals to ensure our success.
- Service based and driven by integrity and collaboration.
- Committed to evidence based decision making.

INDUSTRY ADVOCACY & REPRESENTATION STRENGTHEN & SUSTAIN



STRATEGIC DIRECTION

Provide highly respected advocacy and voice for the growth and sustainability of the building and construction industry.

- » Advocate an effective industry response to both emerging and current impacts on our members.
- » Realign and further develop capacity and competency for industry representation.
- » Raise awareness of the role and value of the building and construction industry to the economy and community.
- » Demonstrate Master Builders' value to members in representing and advocating for the industry's issues.

MEMBERSHIP GROW & RETAIN



STRATEGIC DIRECTION

Increase appropriate membership to maximise representational leverage and financial stability.

- » Develop membership framework to be more targeted and provide better value to members.
- » Increase membership engagement in the mission of Master Builders.
- » Increase membership servicing outbound and inbound.
- » Differentiated membership campaigns for targeted membership segments.

MASTER BUILDERS SERVICES REJUVENATE



STRATEGIC DIRECTION

Provide highly valued products and services tailored specifically to the building and construction industry.

- » Realign services to the changing needs of the industry and members (both internal and external).
- » Roll out relevant products developed by Master Builders Australia.
- » Increase the utilisation of services by each member.
- » Increase utilisation of commercial services by non-members.
- » Utilise other companies' products and services to enhance our membership offering, for the mutual benefit of all parties.

ORGANISATIONAL CAPACITY & SUSTAINABILITY REALIGN & EVOLVE

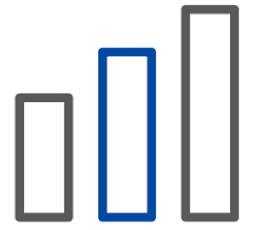


STRATEGIC DIRECTION

Build our organisational strength to fulfil our strategic direction.

- » Increase revenue and profitability to build financial capacity and reserves.
- » Align structure, staff, skills, and culture (progressively) to the strategy.
- » Increase IT competency and utilisation (staff and systems) across the whole organisation.
- » Design and document systems and processes to take up technology and Quality Management System principles.

GOVERNANCE STRENGTHEN & EVOLVE



STRATEGIC DIRECTION

Master Builders Western Australia Board will provide strong leadership and governance to the organisation so it can fulfil its important role to members, industry and the community.

- » Set and monitor the strategic direction of the organisation.
- » Build the capacity and effectiveness of the Board.
- » Build an industry policy portfolio to guide the building and construction industry.
- » Build a policy portfolio to guide the work of the organisation.

VALUES

