

## 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

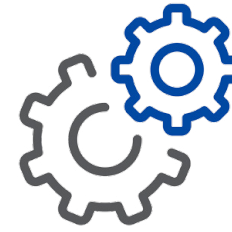


### STRATEGIC DIRECTION

**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

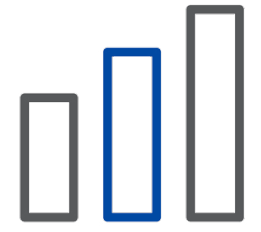


### STRATEGIC DIRECTION

**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

