



VISION

A strong Master Builders WA to assist members in growing the Building and Construction Industry's significant contribution to the economy and community.

VISION MISSION

MISSION

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

PURPOSE

Master Builders WA is a membership-based industry association providing our members with highly valued, specialised building industry services through:

- Strong Industry Advocacy and Representation.
- Trusted Advice and Information.
- Tailored and Relevant Products and Services.
- Quality and Relevant Training.
- Promotion of Construction Excellence.
- National Representation via Master Builders Australia.
- Career and Professional Pathways.

PURPOSE

CULTURE

and

VALUES

CULTURE

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

- Forward thinking and committed to the growth of the Building and Construction Industry.
- Orientated to high performance and achieving goals to ensure our success.
- Service based, driven by integrity and collaboration.
- Committed to evidence-based decision making.
- Strong in leadership of the Building and Construction Industry across all sectors.

Integrity

Success

Service

Collaboration



Organisational Performance

Leadership and Accountability

KEY GOALS

Governance

The Board and Councils are recognised for the leadership and governance of the organisation.

Business Performance

The organisation embraces a high performing culture to achieve a sustainable organisation.

STRATEGIES

Governance

- Monitor Governance performance against AICD Governance Principles for not for profit organisations.
- Develop and implement structural changes to reflect the changing mix of membership over time.

Business Performance

- Strategic harnessing of capital and reserves to financially strengthen the organisation which will reduce the dependency on membership fees.
- Pursue the further development of our service culture across the business driven by leadership, management and the CRM.



Industry Advocacy and Representation

Strengthen and Sustain

KEY GOALS

Industry Leadership

Members and stakeholders highly value the leadership provided to the industry.

Industry Advocacy

Master Builders WA is sought out by government and other stakeholders for its pre-eminence and professionalism in industry advocacy.

STRATEGIES

Industry Leadership

- Design and implement structural and organisational change in the organisation to foster stronger advocacy leadership.
- Proactive succession planning of the Board, Councils, committees, and executive staff.

Industry Advocacy

- Continue to build our reputation for our professional, forthright and pre-emptive advocacy for the industry.
- Consolidate and develop policy around key themes and strategically target key priorities.



Membership

Diversity and Growth

KEY GOALS

Membership Value

Our members are proud of and highly value their membership of Master Builders WA.

Membership Diversity

Our membership diversity will include growth in representation of sub-contractors.

STRATEGIES

Membership Value

- Enhance current servicing of members across the state through relationship management, monitored by the CRM system.
- Provide members with an annual information statement which will quantify the value they receive.

Membership Diversity

- Increase membership mix to better reflect the composition of the industry.
- Retain our current strength in builder members.



Products and Services

Rejuvenate and Grow

KEY GOALS

Members Advice and Services

A growing number of our members prefer and advocate the professional and specialised advice and services of Master Builders WA.

Industry Product and Services

People in the industry seek out the professional and specialised products and service of Master Builders WA.

STRATEGIES

Member's Products and Services

- Provide quality service to our members and understand their needs both short and long term .
- Build a community of advocates for each of our core products and services.

Industry Products and Services

- All products and services delivered by mediums and formats that suit the client.
- Anticipate the changing needs of the industry and develop practical and professional ways to support business owners and staff through these changes.

MASTER BUILDERS ASSOCIATION OF WA

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