



**Australian Institute of
Environmental Health**

2005 -2009

STRATEGIC PLAN

March 2006

Organisational Vision

The Australian Institute of Environmental Health seeks to enhance the practice of Environmental Health to provide a healthy safe and attractive natural, built and social environment for the Australian community.

Mission Statement

The Australian Institute of Environmental Health maintains its role as the leading Environmental Health organisation in Australia advocating for environmental health excellence. Providing a sustainable and effective framework to empower an active and professional membership committed to professional development and the enhancement of environmental health standards and services to the community.

Corporate Goals

There are three (3) organisational goals of the Australian Institute of Environmental Health:

Organisational Framework

- Provision of a sustainable and effective organisational framework

Professional Membership

- To have a continuing active and professional membership
- To facilitate advocacy and participation by members to ensure professionalism.

Environmental Health Advocacy

- To fulfill the role of the leading environmental health organisation in Australia.

Organisational Values & Behaviors

The overarching value for the organisation which encompasses everything we do is **Ethics**

Ethics: We behave ethically and consistently at all times reinforcing the standards of the organisation and our code of conduct and ensuring that all behaviors are practiced administratively and promoted within our membership.

Our behaviors described below enable us to achieve the organizational value of ethics.

Professionalism: we perform our tasks and produce our outputs to the best of our ability, with optimum use of resources and with focus on continuous improved quality, productivity and professional development

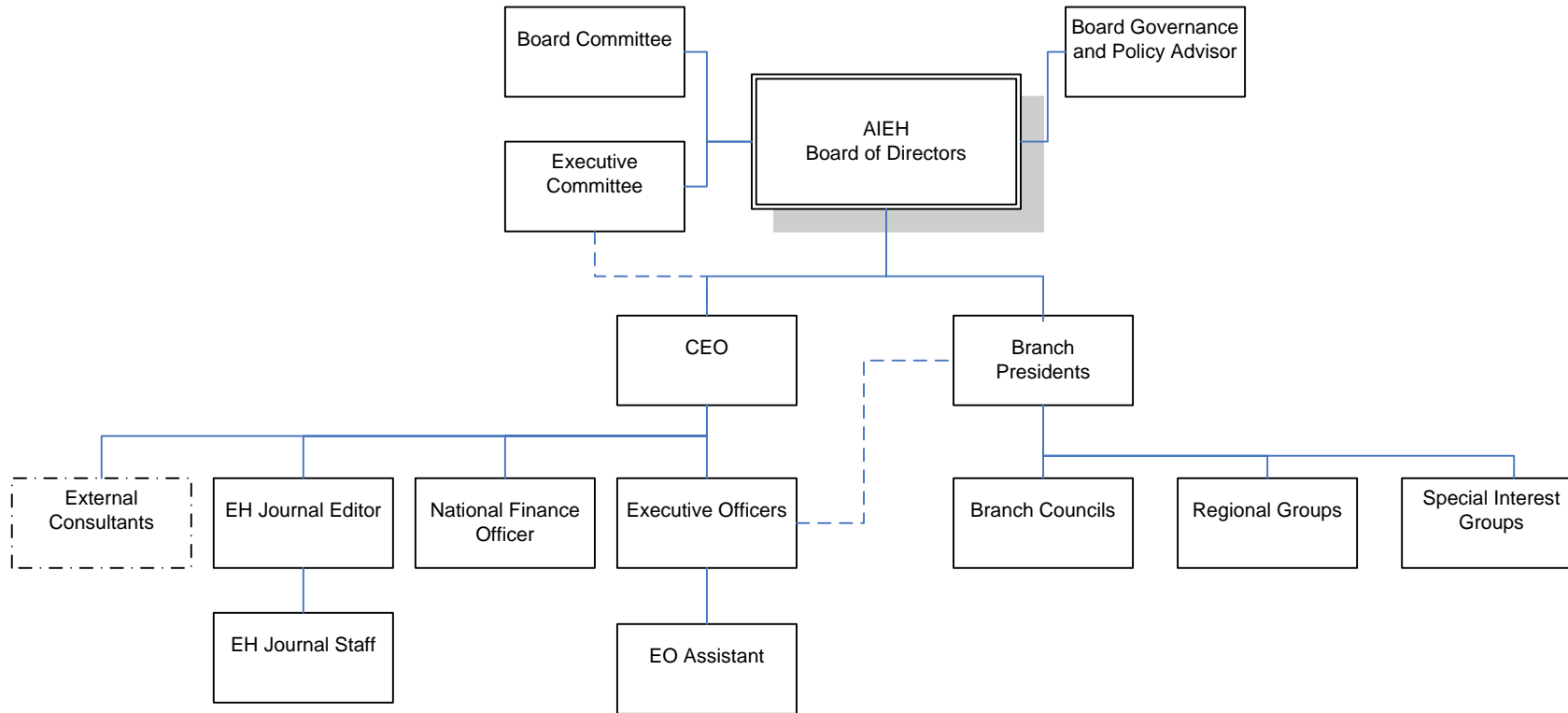
Integrity: we deal with each other and with our members and stakeholders on the basis of trust, understanding and respect for differing views and interests. We try to find solutions that best reconcile diverse interests and provide optimum value to our members and stakeholders in the interests of environmental health.

Transparency: we are open and honest in our dealings with each other, members, and stakeholders.

Accountability: our principal clients are our members and we serve the needs of our members in a professional, responsible and accountable manner

Responsiveness: we consult with our members and stakeholders and appreciate their views. We seek to enable stakeholders to play a participative role in policy development and decision making processes.

Australian Institute of Environmental Health Organisational Structure



Key Result Area - Organisational Framework

Objective: Provision of a sustainable and effective organisational framework

Task	Strategies	Actions	Performance measures	Responsibility	Timeline
Organisational Business Management System	Development of a web-based business management system that captures organisational policy, procedures, annual planning cycles, calendars and business plans.	Development of Corporate Guidelines and Procedures Manual for all aspects of AIEH operations.	Development of a draft document	CEO	05/07
		Development and maintenance of Branch Business Plans for Board review.	Production of Plan and review for 06/07.	BP, Board and CEO	March 06
		Development of corporate branding strategies.	Draft Strategy developed.	Branches and Board	05/08
		Implementation of Special Interest Group (SIG) processes including communication, consultation and reporting processes.	Branch and National SIGs formed and meeting.	Branches & Board	05/06
		Development and implementation of Regional Group processes including terms of reference; and communication, consultation and reporting processes.	Policy developed and distributed for consultation.	Board & Branches	05/06
		Maintain communication between the Board, Branches	Implement the Communication strategy.	Quarterly meetings with BPs, Bi-	Board & CEO

	and members.		monthly board meetings and national bulletin within Branch newsletters twice annually.		
National Accounting and Budgeting	Finalize the organisation's accounting, membership and budgeting processes.	Adoption of the national budgeting criteria as policy.	Policy distributed for consultation & adopted by the Board.	Board	05/06
		Review of implementation of Sybiz software.	Evaluation report presented to BOD.	CEO	05/06
		Establishment of national monthly management accounts for distribution to Branches and the Board.	Reports distributed to Branches monthly.	CEO	Ongoing
Organisational Capacity Building	Establish systems and practices that promote learning and development opportunities for staff and an adequate reward strategy. Development of a volunteer participation framework to enhance member participation in the organisation.	Professional Development provided for CEO to enhance role as Company Secretary.	Company Secretary course subject commenced.	Board	05/06
		Development of a Human Resource Policy and Remuneration Strategy.	Draft document presented to the Board.	Director P Swain	06/07
		Encourage participation of students and members of SIGs as a succession plan for AIEH.	Recruit students to BC	BP	Ongoing

Good Governance	Finalisation of the new governance arrangements for the organisation.	Completion of Bylaw development.	Bylaws adopted by the Board.	Director F Cousins/ Board Governance Advisor / CEO	05/06
		Establishment of membership policies on Business Management System	Membership policies drafted.	Board	06/07
		Review the current membership Code of Conduct.	Code of Conduct reviewed and adopted by the Board.	Branches & Board	06/07
		Review of a <i>Due Diligence Policy</i>	Due Diligence Policy updated and endorsed by the Board.	CEO/Board	06/07
		Development & Implementation of an Induction Program for Directors, Staff and Office Bearers	Induction kits developed.	CEO / Board / Branches	06/08

Key Result Area - Professional Membership

To have a continuing active and professional membership

To facilitate advocacy and participation by members to ensure a professional membership.

Task	Strategies	Action	Performance measures	Responsibility	Timeline
Development of an Active and Professional Membership	Development of the Certified Environmental Practitioner Scheme (CEHP).	Review the CEHP business case.	Agreed strategy and consult with membership.	Board	05/06
		Recognition of Professional Practice Certificate Program (CPD) reworked, consultation undertaken and implemented.	Program established, endorsed by the Board and Certificates Issued.	Board & BP	05/06
	Implementation of the Environmental Health Course Accreditation Scheme.	Implement the final accreditation policy for undergraduate studies at universities.	All courses accredited in accordance with new policy.	CEO & Accreditation Committee	Ongoing
		Development of an accreditation policy for postgraduate studies.	Draft policy presented to Board.	CEO & Accreditation Committee	05/07
	Development of an Australian EHO workforce profile.	Identify common recommendations and priorities within State workforce review reports. Develop action plan to address the common recommendations.	Action plan endorse by Board.	CEO, Board & Branches	06/07

Membership Drive	Increase Membership	organisation	Development of an integrated strategy to increase profile of the AIEH and benefits to members.	Draft strategy developed for consultation with members.	CEO / Board	06/07
			Develop membership packages.	Development of prospective and new members kits	CEO & All Branches	05/06
Membership Services	Provide an agreed service level for all members.		Develop a Service Charter outlining minimum member benefits and communications.	Service Charter developed and distributed for consultation with Branches.	Board	05/06
	Provide for a Branch based mentoring program for members.		Investigate the feasibility of establishing a mentoring program for members.	Develop program framework for consultation with members.	CEO & Queensland and SA Branch	06/08
Membership Products	Provide and develop practice policies supported with professional tools and products that serve the needs of members.		Revise the FoodSafe program to develop DVD/web interactive functionality.	Launch of DVD format.	Foodsafe Committee	06/07
			Establish policy and procedures to enable the agreement of Registered Training Organisations to utilise FoodSafe.	Policy & procedures endorsed by Board.	Foodsafe Committee & Board	06/07
			Increase Australia-wide uptake of AFSA and eAFSA.	10% increase of sales per annum.	CEO & All Branches + National AFSA Committee (when est.)	Ongoing

		Review the Food Safety Standard of Practice.	Food Safety Standard of Practice reviewed & endorsed.	SA & Victorian Branches	06/07
		Introduce new member products for sale which promotes AIEH brand.	Availability of one new product per annum.	CEO & Branches	Ongoing
		Promote existing products available within branches to all members eg: Vic emergency management guideline.	10% increase of sales or uptake.	Branches & CEO	Ongoing
Professional Awards	Provide appropriate awards for demonstrated professional excellence in the science of environmental health.	Establish draft National Environmental Health Awards criteria.	Criteria developed, distributed for consultation and endorsed by Board.	CEO, Board & Branches	05/06
	Acknowledge members who actively contribute to the achievements of AIEH	Develop a policy on the recognition and reward of members' contributions.	Draft policy developed for consultation with members.	Board & Branches	06/07

Environmental Health Advocacy - To fulfill the role of the leading environmental health organisation in Australia.

Task	Strategies	Actions	Performance measures	Responsibility	Timeline
Media Response	Establish clear policy and procedures to enable the organisation to respond to topical environmental health issues.	Development of specific policy position statements.	2 policies per annum.	Branches & National SIGs	Ongoing
		Establish media protocol for the organisation.	Media Protocol developed.	CEO	06/07
		Development of a strategy for the dissemination of policies.	Strategy developed.	CEO	06/08
		Utilise the SIG procedures and processes to provide regular comment on Environmental Health issues.	Comments provided via submission.	Branch & National SIGs	Ongoing
		Establish policy and procedures for the retention and storage / availability of media responses and submissions.	Policy and procedures developed and adopted.	CEO / Board	06/07
		Establish media release format IE: Outline and message about the organization.	Format developed and distributed to Branches.	CEO	06/07
		Prepare submission protocol and formats to be used for all	Submission protocol and formats	CEO & BP NSW MGT	06/07

		submissions. Develop media contact lists. Develop media training for key positions identified in the media protocol. Liaisons with Media	developed. Contact developed and distributed to Branches. Training developed and delivered. Press releases on topical issues	Team CEO & EOs CEO All Branch Presidents and National President	06/08 07/08 07/08
Business Unit	Investigate AIEH Business Unit proposals.	Revise and update the AIEH Business Unit Proposal. Establish a policy and procedure to address enterprise options. Eg: Group employment, consultancy, RTO, etc.	Business Unit Proposal updated. Policy and procedures drafted and distributed for consultation.	CEO CEO	06/07 07/09
Environmental Health Advocacy	Promote the organisation, its publications and products to a broader audience.	Development of a media & marketing strategy including standard format. Eg: Conference, merchandises, awards, etc Improve the functionality of the website and services to the members' area.	Media & marketing strategy developed and distributed to Branches for comment. Website functionality improved.	CEO, EOs & BPs CEO	06/07 05/06 – Ongoing

		Development of a print and online promotion campaign of the EH profession.	Print & online promotion campaign developed.	CEO & Branches	05/07 – Ongoing
		Pursue broader subscription to the peer review journal.	Increase in subscription rates to the journal.	CEO & Journal Committee	Ongoing
		Engage with the enHealth Council to advocate on behalf of the membership's key issues. i.e. workforce planning.	enHealth meetings attended and outcomes of meetings discussed.	National President / CEO	Ongoing
		Provide AIEH representation on key stakeholder committees and promote the aspect of Environmental Health.	List of all AIEH representation captured.	Board & Branches EO and CEO	Ongoing
	Progress the understanding of Environmental Health within Australia on a global scale.	Facilitate the sending of a member contingent to the 2006 IFEH World Congress in Ireland and promote the 2008 IFEH World Congress.	2006 IFEH World Congress attended by minimum of 15 members.	CEO & Branches	06/07
		Host the 2008 IFEH World Congress in Brisbane.	IFEH World Congress held in Brisbane.	CEO & World Congress Committee	05/08