



AUSTRALASIAN PROMOTIONAL PRODUCTS ASSOCIATION

PURPOSE

Ignite the tangible connection between brands & the community.

MISSION

Elevate, unite & inspire the promotions industry.

STRATEGIC PLAN 2020-2023

Our Three Strategic Platforms & Eight Strategic Priorities

GROWTH



Enable Industry Growth Through Technology & Innovative Solutions

1

Partner with tech firms to tailor solutions that create efficiencies & scale for members

2

Increase the perceived value of using promotional products to lift brand equity

3

Produce high quality tradeshows that deliver value & attract the right people to stay longer

COMMUNITY



Connect Business Professionals Through Inclusion & Sharing

4

Cultivate the use of technology/social media platforms to help members engage, build brands & grow revenues

5

Make it easy for key member segments to build mutually-beneficial relationships across the industry

STRENGTH



Safe-guard the Reputation & Credibility of Members & Industry

6

Foster credibility & professional development with tailored & accredited learning programs

7

Curate tailored APPA resources to help members manage business risks, benchmark & bring the Code of Conduct to life

8

Convene an external partner panel to help members future-proof their businesses & reputations

ENABLERS TO SUPPORT THE DELIVERY OF OUR STRATEGY

Membership Model

Re-imagine the membership model & value proposition

Grow Members

Build & execute a plan to accelerate member growth

Volunteer Culture

Create Committees & Working Groups to accelerate engagement

APPA Structure

Review APPA's staff structure to drive & deliver the strategy