



Business Excellence Australia

Strategic Plan



Our Vision is that...

Australian businesses and not-for-profit organisations achieve international competitiveness and world's best practice through sustained application of holistic business excellence principles and practices for the benefit of the nation.



Our Purpose is to support our Vision by..

Encouraging Australian organisations to embrace and continue using the Australian Business Excellence Framework as a key enabler of competitiveness and sustainability.



Based on these Values....

COMMITMENT | INCLUSIVITY | BOLDNESS | PASSION | CELEBRATION | ACCOUNTABILITY

To Achieve these Strategies...

Brand	Growth	Member Value	Sustainability	Framework
<p>Goal Statement</p> <p>Develop, Promote and Advocate the Unique Value Proposition of the Australian Business Excellence Framework to position it as market-leading.</p>	<p>Goal Statement</p> <p>Grow and Diversify the revenue base with strong brand recognition, by developing and implementing a multi-platform social media plan with access to resources unavailable to competitors.</p>	<p>Goal Statement</p> <p>Develop a Member Value proposition linked to accreditation scheme and strong digital platforms.</p>	<p>Goal Statement</p> <p>Focus Business Excellence Australia operationally by continuing to use the Australian Business Excellence Framework.</p>	<p>Goal Statement</p> <p>Modernise the Australian Business Excellence Framework to International Best Practice Standards.</p>

By doing these things...

<ul style="list-style-type: none"> • Develop a Marketing & Comms Strategy (incl advocacy & influence). • Progress the development of an academic research paper that quantifies the benefits of using ABEF. • Review the BEA branding to refresh. • Seek co-branding opportunities (AIM, AICD, business platforms, etc). • Document the history of the ABEF, including 5 case studies of successful application. 	<ul style="list-style-type: none"> • Refresh the BEA Website using an agreed and approved list of requirements. • Refocus the multi-platform Social Media Strategy. • Establish a micro-credentialling course in association with a university. • Continue Outreach program by following up on sales and seeking out new business. • Distribute by-monthly Newsletters 	<ul style="list-style-type: none"> • Increase the value of the State Learning Network events by engaging guest speakers and providing business excellence guidance materials. • Continue to increase the Member Value Strategy. • Further develop the Member benefits document and deploy to all members, new members and enquirers. 	<ul style="list-style-type: none"> • Develop Approach Documents aligned to the ABEF. • Undertake regular Self Assessments. • Develop BEA Improvement Roadmap. • Develop BEA Performance Reporting Dashboard. 	<ul style="list-style-type: none"> • Complete the review of the ABEF to modernise by upgrading the presentation and visuals. • Review and re-document the Award Evaluation processes. • Review Framework graphics. • Progress the development of Framework for <ul style="list-style-type: none"> • SMEs • Aged Care • Health Care
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Results Measures: Revenue Growth, Net Profit, Current ratio, Membership Growth, Brand recognition, Awards Applications, Applicant Satisfaction Rating, Sales of Frameworks, Sales from training and education, Staff & Volunteer Satisfaction Rating