

# Strategic Plan 2025–2027

## Purpose

To uphold high standards of architectural practice through rigorous regulation of architects and architectural businesses, ensuring the protection of the public and the South Australian community.

## Strategic Pillar

1

### Elevate the value of registration

Strengthen the importance and benefits of architectural registration for professionals and the community.

#### Objective 1

Develop and implement a Strategic Marketing and Communications engagement with the Architectural Practice Examination (APE) process for students, identifying the diverse pathways to registration.

#### Objective 2

Foster strategic partnerships with industry and professional bodies to support registration, increase recognition of the value of architects and promote ongoing registration.

#### Objective 3

Leverage the Board's expertise and diverse perspectives to advocate for the importance of architectural registration, working collaboratively with universities and industry partners to strengthen professional standards.

## Strategic Pillar

2

### Advance APBSA's strategic growth

Build on past achievements to drive continuous improvement and innovation in regulation and practice.

#### Objective 1

Develop and implement a Strategic Communications Plan to highlight the benefits of engaging a registered architect and reinforce the value of professional accreditation.

#### Objective 2

Raise public awareness about the importance of architectural registration by clearly communicating APBSA's role in upholding professional standards and protecting consumer interests.

#### Objective 3

Enhance the APBSA website with self-service functionality to enable the public to easily verify architect credentials, connect with registered professionals, and access valuable information on architectural services.

## Strategic Pillar

3

### Foster public trust in architects

Promote accountability and professional excellence to maintain confidence in the architectural profession.

#### Objective 1

Enhance assessor expertise and evaluation standards to ensure the quality, consistency and impact of Architectural Practice Examination (APE) outcomes.

#### Objective 2

Develop a proactive Board succession plan to align membership with APBSA's strategic priorities and ensure subcommittees are well-equipped to effectively execute the strategy.

#### Objective 3

Strengthen APBSA's engagement with the responsible Minister and key stakeholders to position APBSA as a trusted authority, shaping discussions and decisions on the role of architects in the built environment and construction industry.

## Strategic Pillar

4

### Invest in supportive and enabling initiatives

Develop resources, policies and partnerships that empower architects and enhance regulatory effectiveness.

#### Objective 1

Enhance APBSA's website functionality to provide user-friendly, self-service access, improving flexibility and information accessibility for key stakeholder groups.

#### Objective 2

Implement a CRM and digitised records system to create a more architect-centric organisation, streamlining data management and optimising information accessibility for greater efficiency and effectiveness.

#### Objective 3

Expand outreach initiatives to promote the architectural profession to students, parents and educators, fostering greater awareness and engagement with future architects.