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Strategic Plan 2025-28

Advancing excellence
in learning for a
better future



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Executive Summary

The Australian Institute of Training and Development (AITD) is Australia's peak industry body for those professionals looking to build quality learning and strategic impact for their communities and companies.

We are a community of passionate learning and development (L&D) professionals providing a premium peer network, extensive resources and contemporary professional development. As a not-for-profit, we provide excellent value and invest for the benefit of our members, our industry and our community.

Building on our established AITD Conference, courses, mentoring program, and Excellence Awards, we are committed to elevating the profession through building community, leadership, and sustainable innovation.

By 2028, we aim to be Australia's essential partner for L&D professionals and the authoritative voice for workplace learning excellence.



Our Foundation

Vision

Advancing Excellence in Learning for a Better Future.

Purpose

We are a not-for-profit member organisation.

We exist to promote the learning profession, build capability, and inspire growth for our members and communities.

Values

- Leading
- Connecting
- Sharing

Our Values are deliberately simple, with no descriptors or definition because we want them to be meaningful in a way that works for every member. They are a call-to-action for us as an organisation, our members and our community; and they set the tone for a relationship built on mutual exchange.

Strategic Context

In light of the accelerating pace of global change – particularly in digital technologies and evolving workforce requirements—Learning and Development (L&D) is increasingly recognised as a critical strategic function within organisations.

In response to these emerging opportunities, AITD is committed to enhancing professional recognition, establishing well-defined career pathways, and strengthening its presence in industry and policy discourse.



...we will deliver cutting-edge content that keeps members informed



Our Strategic Priorities

Member Value: We provide a range of impactful products and services to grow capability and deliver professional excellence.

Our strategic intent centres on delivering high-value professional services and programs that enhance member capabilities and career development. Through investment in professional development opportunities, mentorship, and recognition programs, we empower our members to achieve professional excellence and growth across their careers.

Central to this commitment is promoting and expanding our Capability Framework as a foundational tool for professional growth, providing members with clear pathways for skill development and career progression.

We will enhance our mentoring program to effectively support members across different career stages, ensuring tailored guidance that meets individual professional needs and aspirations.

Our focus is on lifelong learning for professionals at all stages of their careers, including developing impactful programs that address the evolving requirements in the learning and development sector. These initiatives will be complemented by our Excellence Awards to celebrate and broadly communicate professional achievements, reinforcing the value of excellence within our professional community.

To maintain relevance and impact, we will deliver cutting-edge content that keeps members informed about emerging trends and best practices in the industry. This knowledge dissemination will be supported by enhanced online platforms that provide an enriched, user-friendly experience for digital learning and comprehensive member engagement.

Our approach includes providing structured career pathways with tailored career guidance and specialised networking opportunities that connect members with relevant peers and industry leaders. We will continuously update course materials and incorporate practical case studies that reflect current industry standards and address real-world challenges.

- Expand the Capability Framework for professional skill development
- Enhance mentoring across all career stages
- Develop impactful programs
- Excellence Awards celebrating member achievements
- Deliver cutting-edge content and best practices
- Enhance digital platforms for member engagement
- Provide structured pathways and networking opportunities
- Continuous improvement of programs and services to address real-world challenges

Recognition as the Peak Body: We are the convenor of learning and development benchmarks in Australia, providing thought-leadership and influencing policy.

AITD seeks to consolidate its position as Australia's foremost authority on workplace learning and development, actively contributing to national conversations and shaping industry standards. Our strategic goal is to achieve recognition as the definitive leader in research, advocacy, and professional guidance within the learning and development sector.

Central to this ambition is establishing and disseminating high-quality research and industry insights that influence both practices and policies across the profession. We will increase our visibility and impact through targeted thought leadership initiatives and strategic media engagement, positioning AITD as the go-to source for authoritative commentary on workplace learning trends and developments.

Our approach involves deepening relationships and active engagement with government, education, and industry stakeholders to advocate effectively for policies that support professional learning and development. This includes fostering strategic partnerships and collaborative initiatives with complementary organisations to enhance our policy influence and expand our reach across the broader sector.

We recognise the critical importance of integrating emerging technologies such as artificial intelligence, data-driven learning, and virtual reality into industry standards and practices. AITD will drive impactful conversations on how these innovations can enhance workplace learning effectiveness and professional development outcomes.

Our advocacy capability will be strengthened through relationships, ensuring our voice carries weight in policy discussions and sector developments. The ultimate measure of success will be achieving consistent recognition and citation of AITD's expertise in policy and sector discussions, cementing our status as Australia's peak body for workplace learning and development.

- Establish high-quality research influencing industry practices
- Increase visibility through thought leadership engagement
- Deepen stakeholder relationships for policy advocacy
- Foster strategic partnerships expanding sector reach
- Integrate emerging technologies into industry standards
- Strengthen advocacy through strategic stakeholder relationships



...Australia's foremost authority on workplace learning and development...



Sustainable Operations: Ensuring Long-Term Impact.

Our strategic intent centres on sustaining a high-performing, financially secure organisation capable of adapting to emerging challenges and opportunities within the dynamic learning and development landscape. We prioritise operational excellence, governance best practice, and innovative revenue strategies to secure AITD's long-term future.

Foundational to our sustainability is continuously improving governance frameworks through regular review and updating of our Constitution and By Laws, ensuring we maintain rigorous standards of compliance and ethical responsibility. This governance excellence provides the structural integrity necessary for effective organisational leadership and member confidence. We are committed to implementing agile processes and investing in robust technology solutions that enhance both efficiency and member experience. These operational improvements enable us to respond more effectively to member needs whilst optimising resource allocation, program viability, and service delivery.

Critical to our sustainability is diversifying revenue streams through innovative programs and scalable offerings that remain aligned with our vision, purpose and values. This approach reduces dependency on traditional revenue sources whilst creating new opportunities for growth and impact across the sector.

Our commitment to continuous improvement includes regularly reviewing and updating strategic and operational plans to maintain relevance, responsiveness, and effectiveness in a rapidly evolving professional environment to create purpose-aligned opportunities for expanded influence.

- Continuously improve our governance frameworks
- Implement agile processes, enhancing organisational efficiency
- Diversify revenue through innovative purpose-aligned programs for ongoing viability
- Regularly review strategic and operational plans
- Explore partnerships supporting revenue and opportunities
- Streamline processes for rapid response
- Leverage partnerships for scalable consulting opportunities



...adapting to emerging challenges and opportunities within the dynamic learning and development landscape.



Implementation Roadmap

Our strategic transformation has been informed by consultation with members and will unfold across a carefully structured three-phase approach, ensuring systematic progress towards our vision whilst maintaining operational continuity and an exemplary member experience.

FY26

Building Foundations (FY2026)

Represents our initial focus on enhancing existing offerings, expanding partnerships, and establishing new initiatives centred on member value. This foundational year will see the consolidation of our core services, strengthening of member engagement platforms, and development of key strategic relationships that will underpin future growth.

Priority initiatives include expanding our:

- Capability Framework,
- enhancing mentoring programs,
- continuing to diversify the revenue streams with operational efficiency, and
- establishing the research capabilities necessary for industry leadership.

FY27

Expanding Influence (FY2027)

Marks our transition to amplifying AITD's voice and impact through focused research initiatives, targeted advocacy efforts, and expanded strategic partnerships. During this phase, we will significantly increase our visibility as Australia's peak body for workplace learning and development, establishing ourselves as the authoritative voice in policy discussions and industry developments.

This period will see the launch of:

- major research projects,
- enhanced thought leadership activities,
- leverage partnerships for scalable consulting opportunities, and
- deeper engagement with government and industry stakeholders.

FY28

Consolidating Leadership (FY2028)

Represents the culmination of our strategic efforts, where we reinforce AITD's position as the industry leader, secure diversified and sustainable revenue streams, and achieve operational excellence across all functions.

This final phase will see:

- the important realisation of our strategic ambition with AITD recognised as Australia's premier authority on workplace learning and development,
- financially secure and operationally optimised for continued growth and impact.

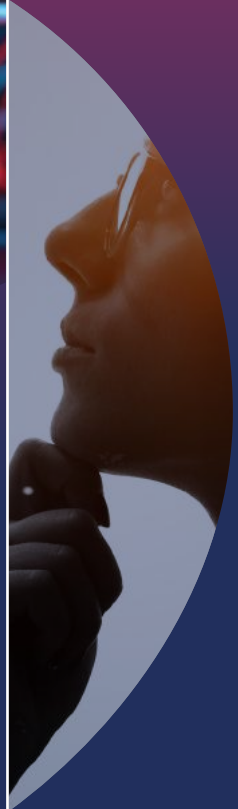


Our phased implementation approach allows for measured progress whilst maintaining the flexibility to respond to emerging opportunities and challenges.

Conclusion

This Strategic Plan positions AITD to not only adapt to the evolving landscape of workplace learning and development but to actively shape its future. Through our integrated approach to member value, industry leadership, and operational sustainability, we create a powerful synergy that benefits our members whilst advancing the entire profession.

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