



STRATEGIC PLAN

2022 - 2024

MISSION

ACC Australia's mission is to advance the knowledge and understanding of Australian in-house practice through the provision of education for the public and the in-house profession, and advocacy, networking and professional services to its members.

We do this by:

- developing a knowledge base about and for the in-house profession;
- · fostering member collaboration;
- · championing the professional recognition of in-house lawyers publicly and recognising personal standing;
- advocating on matters of interest to the in-house profession to shape Australia's corporate legal environment and promote the understanding of the law within the business and legal communities and by the public;
- providing cutting-edge, in-house specific and tailored education; and
- supporting members with the tools and services they need to excel personally and professionally in their careers and to be able to give back to the community as a whole.

VISION

ACC Australia is the leading voice and membership of choice for Australian in-house lawyers.

PROMISE TO MEMBERS

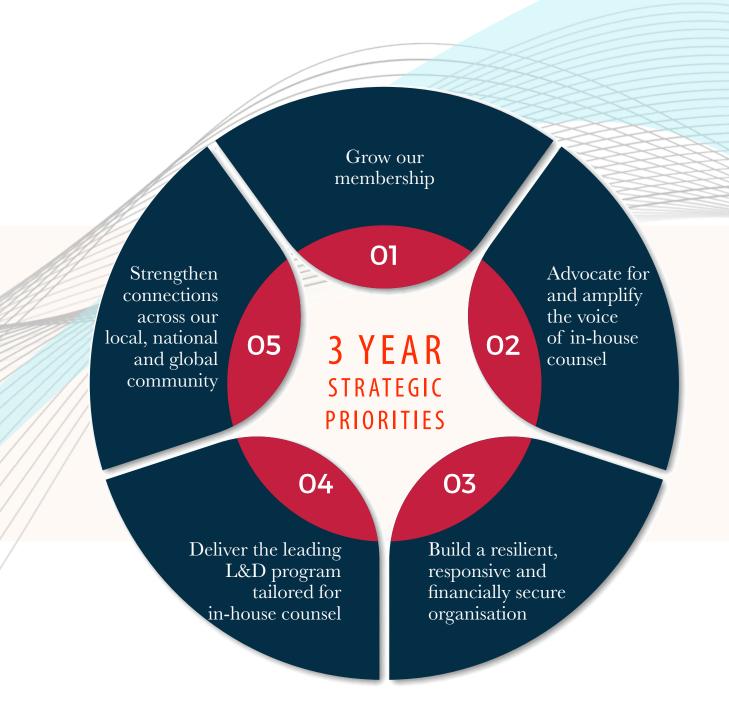
Being a member of ACC Australia provides you with one place to:

- belong to an inclusive, supportive and collegiate local and global community advocating for inhouse lawyers;
- connect professionally and socially with your peers, industry leaders and experts;
- increase your relevance, influence and value to your organisation;
- keep up to date in an ever changing world; and
- enhance your leadership capability, professional knowledge and skills throughout your career.



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STRATEGIC PILLAR 1

Grow our membership

STRATEGIC INITIATIVES:

- 1. Develop non-member pipeline
- Partner with universities and other organisations to promote ACC AU membership to their communities
- Leverage reach of our sponsors to promote membership
- **4.** Improve state committee engagement with membership acquisition
- Collaborate with ACC APAC to develop and implement annual membership acquisition campaigns
- Provide actionable membership information to ACC State
 Committees
- Collaborate with ACC APAC to target and activate corporate memberships
- **8.** Assess attractiveness and opportunity in government in-house counsel segment

STRATEGIC PILLAR 2

Advocate for and amplify the voice of in-house counsel

STRATEGIC INITIATIVES:

- 1. Leverage GC 100 to amplify/voice for in-house
- Build stronger relationships with Law Council and State Law Societies
- 3. Build stronger relationships with other legal, governance and business associations
- **4.** Leverage ACC Global research for local data and insights for thought leadership
- Develop thought leadership media strategy (eg. OpEd's on topical issues)
- **6.** Develop opportunities for members to promote they are members
- Develop LinkedIn strategy and content for committee members to share
- Leverage ACC AU and other industry podcast/s to build profile
- Deliver annual ACC Awards program promoting in-house member excellence

STRATEGIC PILLAR 3

Build a resilient, responsive and financially secure organisation

STRATEGIC INITIATIVES:

- Develop strategy to identify the 'doers' in the membership to serve as volunteers on committees and develop succession planning
- Review and define portfolios, roles and responsibilities on State Committees, SIG's and other committee and interactions with board and Head Office
- **3.** Review and implement sponsorship strategy to maximise opportunities
- 4. Manage key person risk with Executive Director and stress on team
- **5.** Develop longer term financial KPI's and budgeting
- 6. Collaborate with APAC and Global Chapters team to review and leverage deliverables under alliance agreement
- Work with Global to create
 Australian learning pathways for in-house counsel using Global LMS
- 8. Ensure robust financial management, governance and regulatory compliance for ACC Australia



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STRATEGIC PILLAR 4

Deliver the leading L&D program tailored for in-house counsel

STRATEGIC INITIATIVES:

- Investigate and leverage Global accreditation program
- **2.** Review what should be paid/free from member perspective
- 3. Review and consolidate ACC
 Australia offering from a member
 value and financial perspective
- **4.** Refine program/ content for legal leaders, particularly focusing on deputy GC's
- 5. Align CAP program CPD entitlements with annual program plan
- Deliver successful annual National Conference, increasing profitability
- 7. Deliver inaugural leadership retreat
- 8. Refine and leverage In-House
 Counsel Day program to target key
 segments of membership (incl. GC
 Round table dinners)
- Reintroduce In-House Counsel Day in OLD
- **10.** Foster and support flourishing special interest groups
- 11. Deliver annual mentoring program

STRATEGIC PILLAR 5

Strengthen connections across our local, national and global community

STRATEGIC INITIATIVES:

- Improve local connections from a sponsorship perspective
- Refresh website to showcase local, national, global offerings for members and improve member experience
- 3. Re-establish social events to connect members socially and implement consistently across Australia
- 4. Introduce online Q&A and chat forum for volunteers, members and host Women In-House Lawyers group
- Maintain strong AU representation on Global committees and encourage board and members to attend/speak at Global conference
- Connect AU SIGs to APAC/global/ international networks