



# ACC AUSTRALIA STRATEGIC PLAN

2017 - 2020

## 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.

## VALUE STATEMENT

ACC Australia aims to achieve its vision by:

- upholding in-house lawyers' value of being ethical and independent;
- facilitating inclusive and collaborative relationships within and outside the legal profession;
- promoting the interests, advancement and professional recognition of in-house lawyers; and
- providing in-house lawyers with the education and resources necessary to excel personally and professionally.

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### STRATEGIC PILLAR 1

Be a thought leader and influencer on matters relevant to the in-house legal profession.

**KEY STRATEGIES:**

1. Be the champion of new initiatives for and thought leadership on the in-house legal profession
2. Advocate on and influence issues that affect the practice of law by in-house counsel and the development, advancement and recognition of the in-house legal profession
3. Increase our stakeholder engagement both domestically and globally
4. Develop co-operative alliances with other organisations that advance or support the interests of in-house counsel

### STRATEGIC PILLAR 2

Make ACC Australia an essential membership for in-house counsel.

**KEY STRATEGIES:**

1. Provide a global portfolio of flexible services, tools, resources and solutions that adapt to members' and the in-house profession's changing needs and makes us the first choice for in-house lawyers
2. Provide tailored support for our members' career pathways
3. Provide high quality legal education and professional development opportunities
4. Form partnerships and alliances that add value to or enable our members to be more broadly connected
5. Establish long-term corporate partnerships that create value for ACC Australia, our partners and our members
6. Increase our members' engagement and sense of belonging

### STRATEGIC PILLAR 3

Ensure ACC Australia is sustainable and operates efficiently and with integrity.

**KEY STRATEGIES:**

1. Govern and manage responsibly
2. Create a work environment where ACC Australia employees are fully engaged and energised to put forth their best efforts and achieve ACC Australia's mission and vision
3. Operate to board approved budget
4. Have robust internal systems and processes that ensure accountability for outcomes
5. Regularly report to the ACC Australia board on overall performance