



# ACC AUSTRALIA

## 3 YEAR STRATEGIC PLAN

2022 - 2024

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## 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 in-house 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
2. Partner with universities and other organisations to promote ACC AU membership to their communities
3. Leverage reach of our sponsors to promote membership
4. Improve state committee engagement with membership acquisition
5. Collaborate with ACC APAC to develop and implement annual membership acquisition campaigns
6. Provide actionable membership information to ACC State Committees
7. 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
2. 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
5. Develop thought leadership media strategy (eg. OpEd's on topical issues)
6. Develop opportunities for members to promote they are members
7. Develop LinkedIn strategy and content for committee members to share
8. Leverage ACC AU and other industry podcast/s to build profile
9. Deliver annual ACC Awards program promoting in-house member excellence

## STRATEGIC PILLAR 3

Build a resilient, responsive and financially secure organisation

### STRATEGIC INITIATIVES:

1. Develop strategy to identify the 'doers' in the membership to serve as volunteers on committees and develop succession planning
2. 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
7. 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:

1. 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
6. 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)
9. Reintroduce In-House Counsel Day in QLD
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:

1. Improve local connections from a sponsorship perspective
2. 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
5. Maintain strong AU representation on Global committees and encourage board and members to attend/speak at Global conference
6. Connect AU SIGs to APAC/global/international networks