



# Strategic Plan 2022-2026



## *Our Vision*

A highly professional, capable and effective Queensland local government sector.

## *Who we are*

LGMA is the member association and recognised voice for Queensland local government professionals; providing leadership, professional development and advocacy.

## *Our Role*

Inspire and lead a network of professionals working collaboratively to enhance the local government sector in its delivery of quality, relevant and efficient services to Queensland communities.

Support those professionals through continuous development of the profession and enhancement of the legislative environment.

## *Our members*

Members are at the heart of everything LGMA does.

### **We Belong**

As members, we have a connection to local government which goes beyond our own councils.

We belong to a group of like-minded professionals all striving to deliver excellence for our communities.

We embrace diversity and inclusion.

### **We are informed**

We have access to information which is tailored to our needs.

We often receive early advice of pending issues.

### **We are supported**

As members, we have access to mentoring, coaching and advice from practitioners who have extensive experience in the field and can troubleshoot our issues, navigating the complex local government environment.

### **We are highly capable**


We strive to be the best we can be. We have opportunity to take up professional development and training tailored to the sector and delivered by specialists who understand the nuances of Queensland local government.


### **We have a voice**

As professionals in local government, through our association, we provide advice to government and advocate on behalf of the sector.

We also have opportunity to share expertise through presenting at events, publishing papers and contributing to research.

## *Our Ethos*

We are professional and competent  We strive to innovate and provide thought leadership

We are Independent and apolitical in thought and action  We believe in, and practice, inclusion and ethical treatment of individuals and the environment

We are committed to supporting and celebrating the invaluable contribution of First Nations people to all Queensland communities

## Our Stakeholders

LGMA acknowledges the role stakeholders play in influencing, servicing and supporting the organisation and its members. Stakeholders can expect:

**Certainty and reliability** – LGMA is focussed on positive relationship and productive partnerships, delivering on expectations.

**Considered** – LGMA provides considered advice, tailored to the needs of local government professionals and the best interests of their communities.

**Inclusive** – LGMA is inclusive, balancing varied and sometimes conflicting views of members, councils, public sector stakeholders and suppliers to the sector.

**Apolitical and Independent** – LGMA does not offer political commentary and does not ‘play the politics’

### 2022-2024 Strategic Priorities

Member value	Advocacy	Brand	Responsive to needs	Build for the future
Grow the membership for improved representation and long-term sustainability	Maintain robust working relationships with state government	Improve brand alignment and consistency across all collateral and communication channels	Continue to innovate to enhance training content and delivery methods	Investigate opportunities to better connect young professionals and grow our future leaders
Improve relevance and member value – increased member-only information, podcasts, webinars and tools	Increase the profile of, and respect held for, the profession through consistent messaging	Review relevance of the LGMA name and consider alternatives if appropriate	Invest in thought leadership, including through creating workshops and commissioning research	Investigate and implement technology to enhance member and customer experience
Develop and refine connection of members throughout the network	Improve take-up of collaboration opportunities with LGAQ	Recognise attainment of education through badging	Establish a cross-council secondment programme	Build the sector through increased accessibility of training and support offered via council subscriptions
Improve member support through coaching, mentoring, pre-interview support, for example	Continue to work with Corporate Partners to ensure quality services to the sector and support Councils’ access to services.		Investigate options to create an online noticeboard to share job opportunities	Build the capability and resilience of the organisation through increased resourcing of functions.



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