

RACI Strategic Plan 2025 – 2030

1. Vision and Mission

Vision

To be the leading voice in the chemical sciences for Australia.

Mission

To advance the role of chemical sciences in education, research, industry, and community.

Values

Respectful
Advocacy
Collaboration
Innovation

2. Strategic Goals

01

RACI – Our Community

Objective

Growing a vibrant community for the chemical sciences where everyone is respected, engaged, and a proud advocate for the RACI.

Actions



Showcase the RACI

Develop a marketing plan that highlights the people, activities, and opportunities across the RACI, aiming to boost engagement across social media and other measurable channels.



Enhance Connectivity Between Members

Foster discussions and collaboration between RACI communities through cross disciplinary events and programs.



Strengthen Collaboration Across Sectors

As the focal point for the chemical sciences, drive collaboration between industry, academia, education, and government to solve local and global challenges.



Ensure a Safe and Progressive Community

Foster an inclusive, respectful, innovative, and secure community that empowers people, supports growth, ensures equity, and embraces sustainable progress.

02

A Champion for Our Profession and Science

Objective

Amplify RACI as the leading advocate for the chemical sciences in Australia, and a leading voice globally.

Actions



Develop RACI Policy Positions

Develop and distribute a suite of policy position papers aligned with Australia's National Science and Research priorities addressing key issues affecting the chemical sciences.



Develop Advocacy Campaigns and Media Presence

Initiate targeted campaigns aligned with RACI Policy Positions. Boost RACI's media visibility through strategic partnerships and press releases.



Grow Our Networks

Grow networks with key external stakeholders to enhance RACI's reputation as the premier authority in the chemical sciences.



Increase the Visibility of Chemical Science

Leverage key national RACI programs to demonstrate the value of the chemical sciences in building a secure and resilient nation.

03

Contributing Where It Matters

Objective

Ensure RACI's activities are relevant to our members, and our outreach makes a meaningful difference to our communities.

Actions



Strengthen our Education Programs

Amplify the reach and effectiveness of our school education programs through data insights, strategic guidance to Branches, and partnerships.



Support an Integrated Approach to Education and Careers

Expand our offering of freely accessible education and career resources to teachers, students, and parents.



Improve Events and Award Offerings

Support RACI communities with targeted data insights and strategic guidance to host events and awards that cater to members across academia, industry, schools, and government.



Provide a Feedback Mechanism

Conduct an annual member sentiment survey to gather feedback and adjust activities accordingly.

04

Innovating for the Future

Objective

Drive innovation in the chemical sciences by advancing cutting-edge research, deepening industry collaboration, and accelerating the development of transformative technologies that address global challenges and enable a sustainable future.

Actions



Leverage Industry Relationships

Strengthen ties with industry contacts by initiating collaborations such as industry led webinars and site visits, that share knowledge and showcase career opportunities.



Support Research Visibility and Networking

Facilitate connections between researchers and industry through initiatives such as curated networking events and showcasing member research in newsletters and social media.



Highlight Career Opportunities

Showcase career opportunities through a dedicated jobs board and promotional campaigns.



Offer Guidance on Industry Challenges

Assist industry to identify expertise to resolve the challenges they face.

3. Key Performance Indicators (KPIs)



Membership Growth

Sustained annual membership growth rate of 2% - 5% by 2030.



Advocacy

Driving the development of RACI Policy Position Papers for key decision-makers, achieving media coverage, and directing change.



Activity Success

All activities demonstrating increased participation, partnerships, and recognition.



Business Performance

Strong governance and a high-performing team in place delivering financially sound, efficient, and sustainable operations.