

# RACI STRATEGIC PLAN

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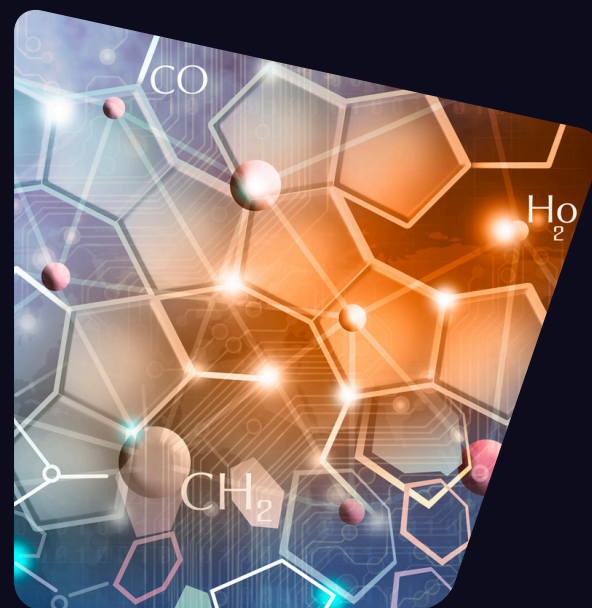






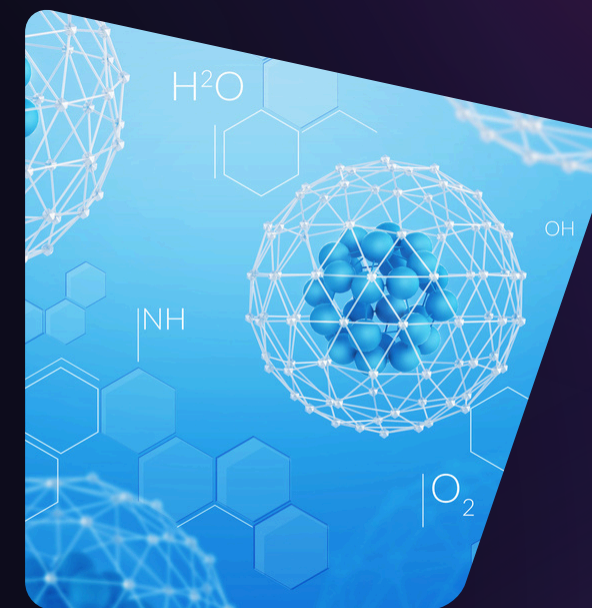
## VISION

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



# Goal 1

## 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.



## GOAL 2

# 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.



### Grow Our Networks

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



### 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.



## GOAL 3

# 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.



### 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.



### Support an Integrated Approach to Education and Careers

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



### Provide a Feedback Mechanism

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



## GOAL 4

# Innovating for the Future



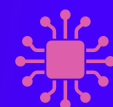
### Leverage Industry Relationships

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



### Highlight Career Opportunities

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



### 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.



### Offer Guidance on Industry Challenges

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

## 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.



# 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.