



2019 – 2021 Strategic Direction

“We are on a quest to build stronger inclusive membership, with effective connection, ensuring the purpose and relevance of all undertakings for each of our members and the profession”

Western Australian Primary Principals' Association Board

Keeping WAPPA Connected

Our **Strategy** is to ensure connection and relevance, focusing on

Four Strategic Big Rocks

- » Communications
- » Leadership
- » Wellbeing
- » Advocacy



Our Objectives is

To be the professional association of choice for primary school leaders with a genuine commitment to relevance, inclusivity, transparency, wellbeing and clear channels of communication. We aim to have the influential voice and be the respected authority for public education, providing strategies for leadership and advocacy for the profession by the profession.

Communication

WAPPA proactively communicates with its members and stakeholders through a clearly defined strategy.

Objective

To have effective two way communications to engage members and promote the benefits of WAPPA to all stakeholders.

Connection

WAPPA is the professional association of choice for primary school leaders. WAPPA is the influential voice and respected authority for public education.

Leadership

WAPPA shapes the future of education through a range of progressive leadership opportunities.

Objective

To support Leadership Development for all members wherever they are on their leadership journey.

Wellbeing

Wellbeing is central to all actions of our association.

Objective

To ensure we support the wellbeing of all WAPPA stakeholders.

Advocacy

WAPPA supports and advocates for the needs of primary school leaders and primary education.

Objective

To remain current and proactive as the voice for the profession in primary education.

Our Plan consists of 12 Strategic objectives aligning with our Big Rocks

» Our target is to have the following Operational outcomes achieved by the end of 2021.

Communication

Market & Promote WAPPA's relevance and member benefits

- » Implement a clear and targeted Marketing Plan.
- » Review member benefits and introduce wider impact benefits to all members.

Provide a prominent interactive communication platform

- » Reinvigorate and modernise the WAPPA website and associated platforms.

Provide networking & stakeholder engagement opportunities, and advocate with corporate responsibility initiatives to the wider community

- » Develop a meaningful structure of chapter engagement & opportunities.
- » Introduce a charitable event, meaningful to members and relevant to the community.



Leadership

Continue to provide targeted professional leadership learning

- » Implement annual professional learning programs, complimenting DoE programs.
- » Implement Certificate 2 of ISL program and obtained ECU approval for half masters credit.

Provide structured mentoring and coaching in leadership

- » Develop a mentor / coach program for member benefit (giving and receiving).
- » Access vast network of school leader expertise.

Support career pathway opportunities for members

- » Implement a program in conjunction with DoE for Temporary Exchange Programs.



Wellbeing

Provide a wellbeing consciousness

- » Structured wellbeing support services for mentoring, coaching and shadowing.

Provide a wellbeing framework of support services

- » Develop and introduce a program for reducing workplace stress.

Support Principal health & wellbeing priorities

- » Establish a wellbeing foundation to prioritise, promote and support wellbeing among school leaders.



Advocacy

Continue advocacy for the profession and the individual

- » Establish a multi-level relationship strategy for influencing member positions with external parties and lobby for change.
- » Establish parameters for future thinking and planning.
- » Achieve WAPPA membership presence in 95% of Government Primary schools.
- » Strengthen support for members – Support Line, Legal.

Review and provide policy and position papers

- » Review of WAPPA policy and position papers completed and access to members provided.

Strengthen relationships and partnerships with stakeholders to benefit members

- » Establish a multi-level communication structure with stakeholders, internal and external in order to lobby for change.
- » Establish partnerships with relevant unions to benefit members.



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2021

Introduced WAPPA App

Achieved WAPPA membership in 95% Government Primary schools

Established Temporary Exchange Programs

Established communication structure to lobby for change

Modernised the WAPPA website

2020

Wellbeing foundation / framework established

Reviewed structure of chapter engagement

Certificate 2 of ISL program with half masters credit

Clearer benefits to all members

Established relationship strategy for influencing external parties

Reviewed of WAPPA policy and position papers

Introduced community minded charitable event

Implemented Marketing Plan

Implemented Annual Professional learning programs

2019

Structured support services for members

Introduced Leaders - Easing Stress and Tension Program

Established mentor / coach program





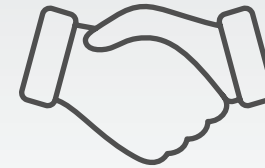
Excellence

We foster a culture of excellence and recognise excellence amongst our colleagues and within the profession.



Integrity

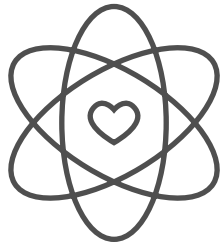
We promote a culture of honesty and fairness to our colleagues, members, suppliers and the community.



Respect

We value the health, safety and wellbeing of our members and ourselves, and aim to recognise all contributions to the success of the Association. We strive to treat others as we wish to be treated.

VALUES



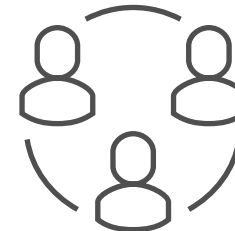
Empathy

We show understanding and broad-mindedness and communicate openly and respectfully.



Inspiration

Through the conduct of our business and through our professional and personal relationships we aim to inspire others and be inspired by others.



Inclusivity

We believe that collaboration, cooperation, coordination and transparency are key to the successful operations of our Association. We strongly support opportunities to foster collegiality amongst our members and professional stakeholders.