



AASW

Australian Association  
of Social Workers

# Strategic Plan 2021-2023

[www.aasw.asn.au](http://www.aasw.asn.au)

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## **Acknowledgement of Country**

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*"The AASW respectfully acknowledges the past and present Traditional Owners and ongoing Custodians of the land on which we meet. We pay our respects to their Elders past and present, their ancestors and their families."*

## **Disclaimer**

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Information included in this document is current at the date of first publication and is intended as a guide of general nature only.

I thoroughly enjoyed working with the Board, the Branch Presidents, and our CEO on our new two-year Strategic Plan. We were helped by a very able consultant, Belinda Moore who really challenged us on how to better engage with every part of our membership.

In developing the plan, we agreed that there are five areas where we must do well.

These are:

- Mobilising our members to take collective action- targeted to improving the things our profession and our communities care about
- Representing our members interests to government, other agencies and the public
- Building our social work community, on and offline, so that we can connect directly with each other, for mutual support and sharing solutions to our challenges
- Creating better pathways for career development and professional advancement
- Serving our members so that they are delighted with our products, services publications and events

You will all be keenly aware that we are working in an often challenging political and economic environment. We are living with a pandemic that has exacerbated inequality.

We are working with governments that choose to minimise the threats to humanity brought on by climate change, use outsourcing as a way of diminishing service to our communities, and dismiss the aspirations of our First Nations peoples.

All the more reason to build a strong AASW, where we have each other's backs as a voice for high standards, good ethics, and social justice.

I therefore commend our Strategic Plan 2021-2023 to you.



Vittorio Cintio, National President



## Vision

Wellbeing and  
social justice for all.

## Purpose

Supporting social  
workers and empowering  
the profession to make  
a positive difference.

### Pathway 1

We will advance a  
strong identity for the  
social work profession

### Pathway 2

We will foster a  
well-trained and highly  
skilled social work  
profession

### Pathway 3

We will be a strong  
voice for social workers  
and social justice

### Pathway 4

We will deliver  
operational excellence

## **PATHWAY: We will advance a strong identity for the social work profession.**

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- 1.1 *Create a Strong Professional Identity* - We will improve how social workers are perceived, valued, and sought after.
- 1.2 *Build Pathways into the Profession* - We will develop credential pathways to clearly demonstrate competency and skill set within a specialisation.
- 1.3 *Facilitate Pathways* - We will help provide social workers with career pathways, the means to identify the best career pathway, and their associated education and credentialing needs.
- 1.4 *Promote the Profession* - We will campaign to stakeholders to position the profession as valuable and integral.

## **PATHWAY: We will foster a well-trained and highly skilled social work profession.**

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- 2.1 *Deliver Quality Education* - We will provide high quality education and training opportunities (via a range of mediums) to social work professionals at all levels of their career. Create a culture of lifelong learning within the membership. To position AASW as the "go to"/preferred provider of training.
- 2.2 *Support Upskilling the Broader Social Work Profession* - We will pursue opportunities to increase the skills of social workers where it will enhance public safety.
- 2.3 *Create an Inclusive and Connected Education Environment* - We will provide tools to enable social workers to transcend limitations to connect directly to develop relationships and pursue professional outcomes.
- 2.4 *Fair regulation and professional standards* - We will ensure integrity and robustness in the social work profession through fair application of regulation and standards.

## **PATHWAY: We will be a strong voice for social workers and social justice.**

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- 3.1 *Work in conjunction with Aboriginal and Torres Strait Islander peoples and communities* - We will work to increase the engagement of Aboriginal and Torres Strait Islander social workers through increased membership and opportunities to directly participate in the AASW through areas such as the Aboriginal and Torres Strait Islander advisory group and other committees, groups and activities.
- 3.2 *Advance Registration* - We will advocate for registration of the profession of social work.
- 3.3 *Advance Parity* - We will advocate to relevant stakeholders to achieve parity of opportunity with related professions.
- 3.4 *Be Responsive to Issues* - We will be proactive on issues that affect social work and social workers, and the people we work with. We will respond quickly where relevant. This will include engaging with members to determine issues to advance.

## **PATHWAY: We will deliver operational excellence.**

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- 4.1 *Digital transformation and online community building* - We will use technology to streamline internal efficiencies and deliver enhanced outcomes for members.  
We will develop an online community that will also enable strong offline communities.
- 4.2 *Deliver exceptional experiences and value to members* - We will focus on delivering compelling value and customer experiences with members and prospective members. This should be inclusive and provide pathways to overcome barriers to engagement - particularly with respect to Indigenous Australians.
- 4.3 *Grow Membership and Engagement* - We will sustainably grow membership through engaging effectively with prospective and existing members. We will focus on engaging students and younger members.
- 4.4 *Increase Inclusivity and Diversity* - We will embed the philosophy of inclusiveness and diversity into the association, its projects, and the social work profession.
- 4.5 *Ensure financial sustainability and oversight of the organisation* - We will align the Association's governance frameworks to enable it to deliver on key strategic initiatives.

# OUR STAKEHOLDERS

We recognise the importance of collaborating with our key stakeholders in the social work sector in Australia and overseas, including:

**Members**



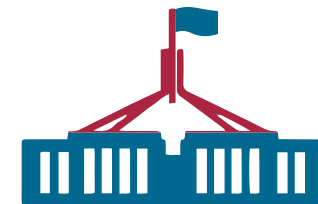
**The Australian  
Community**



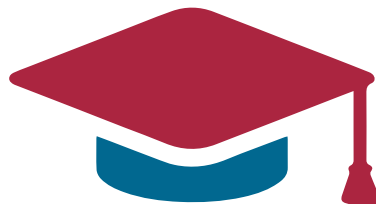
**People who access  
Social Work services**



**Government**



**Educational  
Institutions**



**Sector related  
organisations  
and businesses**



**International sector  
related organisations**





**AASW**

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Australian Association  
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