

ICF Vision: *Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.*

ICF Mission: ICF exists to lead the global advancement of the coaching profession.

ICF Strategic Goals:

- (1) ICF Members represent excellence in professional coaching,
- (2) ICF is the most relevant professional coaching organization,
- (3) ICF has the strongest global brand,
- (4) ICF promotes professional coaching,
- (5) ICF fosters the application of coaching for societal change, and
- (6) ICF develops and progresses plans to expand the scope and influence of the organization

ICF AUSTRALASIA PURPOSE: *To realise the global vision in Australia and New Zealand by enabling a thriving community of professional coaches*

ICF AUSTRALASIA STRATEGIC PILLARS:

1. Coaching Excellence

To support and build best in class professional coaching capability and confidence in Australasia.

- 1.1 Support and leverage ICF globally to provide credentialing for as many individual coaches, and accreditation for coach training organisations, as possible.
- 1.2 Build current and future professional coaching capability through professional development programs (e.g. PD events, VPD sessions, conferences, peer supervision, etc.).
- 1.3 Oversee and uphold ethical conduct and professional standards of members according to the ICF Code of Conduct and the Professional Standards Committee.

2. Member Engagement

Increase the attraction and engagement of our member community and volunteer leaders.

- 2.1 Continue developing a compelling coaching association by growing and retaining a thriving membership group via global and local websites, digital marketing/social media, networking, events, etc.
- 2.2 Foster pride and ownership of ICF Australasia in all members and volunteer leaders by acknowledging achievements and celebrating success.
- 2.3 Ensure financial viability and sustainability to continue supporting members.

3. External Stakeholder Engagement

Increase awareness of the ICF Australasia brand with potential members/volunteer leaders/clients, educational organisations, professional associations and other external stakeholders.

- 3.1 Continue to be known as the pre-eminent global professional coaching brand in Australasia and build awareness of the benefits of ICF coach credentials using digital marketing/social media.
- 3.2 Engage with external stakeholders and build strong relationships through networking and events.
- 3.3 Encourage ICF Australasia members to be involved in activities that support external stakeholders/enable societal change (e.g. pro bono coaching programs).