



STRATEGIC PLAN 2009 - 2014

23 September 2009

Australian Asphalt Pavement Association (AAPA)

AAPA is the peak body representing all of the flexible pavement industry in Australia.

The flexible pavement industry is a broad sector responsible for the design, specification, construction and maintenance of all forms of flexible pavement surfacing utilising bitumen.

AAPA membership is open to all organisations involved in the industry including bitumen suppliers, asphalt producers, sprayed surface operators and equipment suppliers. AAPA membership also includes all State Government Road Authorities and some local governments.

To ensure that it continues to fully represent the industry AAPA has prepared this strategic plan to highlight our mission, values and core strategic goals. This plan will also guide the annual National Business Plan and State Branch Plans.

Mission Statement

AAPA's mission is to effectively represent the interests of all members and to promote the sustainable use and growth of bitumen based products in pavement construction and maintenance.

Values

In all its activities and at all times AAPA and its members will act with professionalism, honesty and integrity.



STRATEGIC GOALS

PROMOTION

Bituminous based pavement materials recognised as the appropriate solution for most construction and maintenance in the pavement industry.

- The advantages of bituminous products in pavement construction are recognised by stakeholders.
- The advantages of timely and quality maintenance of road surfaces are recognised by stakeholders
- The use of bituminous pavements in Australia has grown relative to other paving surfaces.

HEALTH & SAFETY

The health, safety and wellbeing of employees and the public continually improved.

- Opportunities for the continuous improvement of health and safety are identify and implemented.
- Information on health and safety issues and opportunities shared across the industry.
- Statistics on industry wide trends in health and safety are monitored and show a constant improvement in health and safety.

TECHNOLOGY

Members' position relating to improvements in the application of technology are developed and accurately represented.

- National and branch structures monitor and advise on current and emerging technical and operational issues.
- Relevant research projects are identified and supported leading to a informed industry
- Industry and client groups support appropriate and consistent technical standards.

SUSTAINABILITY

Appropriate industry specific environmental initiatives and opportunities are identified and promoted.

- Sustainability issues and opportunities that may impact on the industry are identified.
- Opportunities to improve sustainability across the industry are identified and supported.
- The environmental advantages of the industry are recognized by stakeholders.

INFORMATION

Full and timely access to relevant industry information available to members.

- Information relevant to the industry is monitored and accurately provided in a timely manner.
- Relevant networks are maintained, including with overseas associations, to support an informed membership.
- Information on the types of services offered by members is available to prospective clients.

KNOWLEDGEABLE

A well trained, skilled and knowledgeable industry.

- Professional, practical, relevant and affordable training is available through the AAPA Training Centre and other related training bodies.
- Training requirements, including qualifications are available to the industry.
- The industry has ready access to specialist information including hard copy and electronic based resources.

REPRESENTATION

The interests of the industry represented.

- A national and branch structure meeting members' needs and effectively representing the industry to relevant stakeholders.
- Members' positions are represented and influence outcomes.
- The Association's reputation and that of members is recognised for its credibility, integrity and honesty.