



STRATEGIC PLAN 2019

INTEGRITY, INCLUSIVITY, RESPECT, DIVERSITY & COLLABORATION

VISION OVERVIEW

To be the premier national platform that promotes the contribution of our members in all aviation and aerospace career fields and related interests.

MISSION STATEMENT

WAI Australia promotes the contribution without exception in all aviation and aerospace career fields and interests by connecting, engaging and inspiring. We will achieve this by providing educational outreach programs, national mentoring program, scholarship programs, annual girls in Aviation Day program, recognition awards, other educational activities, conferences and events.

CONNECT | ENGAGE | INSPIRE | CELEBRATING DIVERSITY & CHAMPIONING CHANGE

FOUR PILLARS

ENGAGEMENT

Strategies that engage our membership and industry partners

LEADERSHIP

Be the national platform for advocacy for our members in the industry

ADVANCEMENT

Increase the participation in the industry

DIVERSITY

Celebrate, recognise & encourage a diverse & inclusive membership (gender & cultural)

MAJOR PROJECTS

SCHOLARSHIPS

Collaborate with industry, government & academia to develop and deliver national and international scholarships, internships and career pathway development.

MENTORING

Collaborate with industry, government & academia to develop and deliver national and international mentoring, career guidance and individual support through positive and influential networking

NATIONAL EDUCATIONAL EVENTS

Connect, Inspire & Engage the aviation aerospace and space community through our member focused events; Girls in aviation day, National Conference, Remote & Indigenous Outreach

AIRBORNE OUTREACH PROGRAM

Collaborate with industry, government & academia to deliver STEM outreach programs and initiatives to regional, remote & rural Australia

RECOGNITION AWARDS

To recognise people, organisations that significantly contribute to our mission, for example; Male Champion of Change, Women's Diversity Award, Volunteer of the Year

MARKET RESEARCH

CLIENTS

Women & men, of all age groups, aviation enthusiasts, career minded individuals, women in other non traditional fields.

MARKET STATUS

Premier National Platform

MEASURABLE MARKETING GOALS

GOALS

Profile WAI Australia as the leading national platform for women in the aviation fields, measurable by increased membership, event attendance, awareness, industry engagement. An increase to providing opportunities through our scholarship program and initiatives.

Increase in remote and regional engagement, measurable by increase in memberships, event attendance, brand awareness, industry engagement.

THREE ENABLERS

PEOPLE

Dedicated individuals who promote our guiding principles.

PROJECTS

Strategies and initiatives designed to connect, engage and inspire the aerospace community and Australian community at large.

COLLABORATION

Work with industry, government & academia to sustain and progress the WAI mission and vision.