

AUSTRALIAN COUNCIL FOR EDUCATIONAL LEADERS



STRATEGIC PLAN

2018 – 2021



PROFESSIONAL LEARNING

DYNAMIC NETWORKS

ENLIGHTENED DISCOURSE

RECOGNITION OF EXCELLENCE

EXEMPLAR ORGANISATION



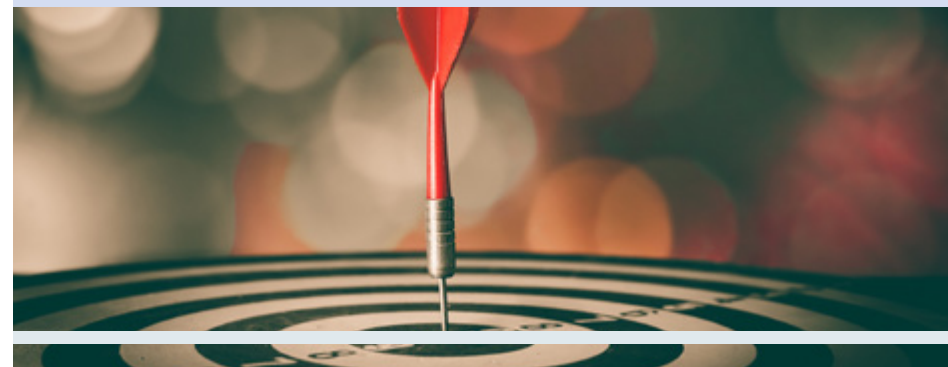
Our Purpose



To shape the practice and contribute to the growth of educational leadership through:

- Providing resonant, authoritative and innovative professional learning opportunities, resources and materials;
- Participating in educational leadership policy development and dissemination;
- Commissioning and conducting research and development that supports and promotes contemporary views of educational leadership at all levels;
- Sharing distinctive, forward-thinking, relevant, responsive and world-class services so as to inspire the profession of educational leaders;
- Providing a platform for educational leaders and individuals who have an interest in the profession to share discourse and research;
- Responding to contemporary issues and public interests through the provision of a wide range of expert publications and research;
- Building the leadership knowledge, skills, understanding and capability of current and future educational leaders.

Our Mission



- As Australia's peak professional educational organisation, ACEL is an agile, forward thinking, relevant and responsive agent of change and innovation. ACEL is a not-for-profit company that is continuously improving its practices to harness national and global opportunities. As the premier provider of resources and experiences for educational leaders, ACEL is both member-centric and customer-focussed, providing leaders in our network opportunities to actively connect and participate in contemporary and relevant professional learning.
- ACEL contributes to improving student outcomes by actively supporting the development of leadership capabilities across Australia through its professional learning activities, international conferences, publications, online programs, and other partnership initiatives in leadership development. Access to these leadership-focused opportunities is available from classroom teachers to system leaders, across all sectors and levels of education.
- ACEL has a strong governance structure. The national Board of Directors is comprised of eight Branch Appointed Directors representing all states and territories and four Independent Directors, one of whom is the President/Chair. The Annual Operating Plan which sets out the goals and objectives for each financial year, is reported at the Annual General Meeting.

Our Guiding Principles



- We recognise each person's contribution to the success of ACEL.
- We share the excitement and benefits from learning and working together.
- We provide member services built on innovation and research-based evidence, responding to the changing world of educational leadership.
- We serve our members and stakeholders with respect and integrity.



Strategic Pillars & Goals

Professional Learning

- Establish a portfolio of relevant, leading-edge leadership programs.
- Foster the development of innovative, relevant, and effective educational professional development conferences, seminars and events.
- Ensure educational leaders have access to books and quality online/electronic educational leadership resources.



Dynamic Networks

- Grow ACEL membership and customer base.
- Encourage greater engagement among members and customers.
- Extend reach of ACEL members and customers into regional/remote areas.
- Establish strong partnerships with systems, peak bodies and like-minded organisations at the local and international level.



Enlightened Discourse

- Provide a platform for sharing current research, policy and practice through our suite of journals and publications.
- Host forums at the national and branch level to focus on key issues.
- Put together submissions/representations to Government and peak bodies on behalf of the profession.



Recognition of Excellence

- Position ACEL's awards, scholarships, and recognition of excellence for educational leadership as Australia's foremost educational awards.
- Recognise excellence in educational leadership with National Awards and Fellowships.
- Identify new voices in educational leadership, educational research and Indigenous education through scholarships.
- Recognise contributions by teachers and leaders with State/Territory Awards and Fellowships.



Exemplar Organisation

- Establish governance structures that are relevant to peak not-for-profit organisations.
- Enhance brand equity and public reputation
- Strengthen and support state and territory branches
- Build staff and management capability to drive growth and development.





National & Local Events



Leading Publications



Online Digital Library



Branch Support & Initiatives



Curated Bookshop



National Conferences



Webinars & Online Learning



Professional Development Programs



Regional Support



Recognising Excellence



Respected Industry Publications



Strategic Partnership