



Strategic priorities 2024–2028





OUR VISION

Quality evaluation that makes a difference



OUR MISSION

To strengthen and promote evaluation practice, theory and use



OUR VALUES

Recognition

We recognise Aboriginal and Torres Strait Islander sovereignty and all First Nations' cultures as an integral part of our organisation.

Inclusion

We are welcoming, respect different ways of knowing, embrace diversity, and the principles of justice, equity and fairness.

Relationships

We are caring, compassionate and act with humility. We value collaboration and connection, and are a member-centred organisation.

Sustainability

We are stewards of our profession and respect our past, know our story and nurture a sustainable future through learning, being courageous and enabling growth.

We acknowledge the Australian Aboriginal and Torres Strait Islander peoples of this nation, the Traditional Owners, on whose land we gather and work. We pay our respects to ancestors and Elders, past and present. We respect their traditions and embrace their traditional and contemporary expression.

OUR STRATEGIC DOMAINS

Culture

First Nations evaluators leading a community of practice shaping the aspirations and practice of evaluation

Leadership

The trusted voice on evaluation in Australia

A strong professional identity, and career pathways

A sustainable organisation fostering a sense of belonging, connections, and enhancing value for members

Pathways

Vitality

CULTURE

The primary responsibility of the **First Nations Committee**, the Culture domain will build a strong community of First Nations evaluators, promote knowledge exchange between mainstream and Indigenous approaches. It aims to ensure evaluators practice cultural safety and trauma-informed methods, advocate for First Nations-led evaluations, and embed ethical practices.

Priorities include evolving cultural safety frameworks, providing resources for First Nations evaluators, creating safe spaces for knowledge sharing, and guiding the development of an alternative to the reconciliation action plan for the organisation.

Goals

- Strong community of First Nations evaluators
- Evaluation pathways for First Nations Peoples promote knowledge exchange between dominant mainstream cultures and indigenous approaches, and two-way understanding
- All evaluators embark on a journey towards culturally safe and trauma informed practice
- Advocate for First Nations-led evaluations
- Culturally safe, trauma informed, and ethical practice is an essential evaluation competency

Priorities

- Enhancing and evolving the cultural safety framework and training
- Resourcing emerging and established First Nations evaluators
- Creating a safe space and connecting First Nations Peoples and knowledges
- Guide the development of an AES alternative reconciliation action plan

PATHWAYS

The primary responsibility of the **Pathways Committee**, the Pathways domain will create a dynamic and evolving learning program that recognises evaluation as a rewarding career and supports the growth of both new and experienced evaluators.

It aims to establish clear frameworks for professional excellence, ensuring all guidelines align with cultural safety and organisational values.

Priorities include considering professionalisation, identifying new forms of support for evaluators, updating ethical guidelines, aligning workshops with competency frameworks, and creating professional development opportunities to meet members' and the sector's needs.

Goals

- A vibrant and evolving learning program
- Evaluation recognised as an occupation and a rewarding career choice
- An opportunity for growth and development for new and experienced evaluators
- Clear frameworks for guiding excellence in professional practice
- Ensure that all guidelines align with cultural safety framework and organisational values

Priorities

- Scope and develop an holistic AES professionalisation agenda
- Identify new forms of support for evaluators (e.g., internships, secondment, traineeships)
- Undertake research to update AES ethical guidelines and competencies
- Align workshops against the competency framework
- Develop an orientation package for new members
- Develop individualised continuing professional development plan for all members

LEADERSHIP

The primary responsibility of the **Policy Committee**, the Leadership domain will ensure that there is a shared understanding of the vision of 'quality evaluation that makes a difference' and to establish the AES as a respected source of thought leadership on key evaluation issues.

It aims to enhance the role of quality evaluation in government.

Priorities include building strong relationships within the evaluation ecosystem, developing policy positions and guidance on quality evaluation, providing the tools to advocate on relevant issues, and staying informed on evaluation practice trends.

Goals

- Members have a clear idea of what the AES Vision of 'quality evaluation that makes a difference' entails
- The AES is respected and sought out for comment and thought leadership on key issues and trends relevant to evaluation
- The role of quality evaluation in government is enhanced

Priorities

- Build strong relationships with allies in the evaluation ecosystem
- Develop policy positions and guidance documents to support quality evaluation that makes a difference in consultation with other committees, AES staff, and members
- Advocate on issues relevant to members, the profession and the sector
- Keep up-to-date on trends in evaluation practice

VITALITY

The primary responsibility of the **Vitality Committee**, the Vitality domain will ensure the AES is an inclusive organisation that understands and addresses the needs of its members and the communities they serve.

It aims to establish agile and sound governance structures and effectively communicate AES activities to members.

Priorities include developing a strategy to enhance member connections, reviewing products and services to enhance member benefits, creating a comprehensive membership and communication strategy, clarifying the member value proposition, and developing a membership retention strategy.

Goals

- The AES is an inclusive organisation where all members are welcome
- The AES understands the needs and issues of our membership and the communities they work with
- The AES has agile and sound governance structures
- The AES communicates the work of the AES to members

Priorities

- Develop a strategy to coordinate the networks for new and enhanced connections
- Review existing products / service to provide member benefits
- Develop a general membership and communication strategy
- Clarify member value proposition statement and publish on website
- Create a membership retention strategy



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