

BDQ'S 5 Year Strategic Plan



In the last quarter of 2022, our Management Committee invested time over the course of several meetings creating a 5 year strategic plan. This plan began at a macro level, determining our higher purpose and organisational values, and conducting a SWOT analysis, before identifying key items that impact our members and the roadblocks to success. From here, the team created a list of annual priorities for 2023 and mapped out how these items could be achieved.

Purpose

A Community for Building Design Industry
Professionals to Develop and Succeed

Pillars

Promote	Built Environment
Protect	Community
Educate	

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Values

Integrity

We stay true to the values and pillars of BDQ for our members and industry

Contribution

We support our members to make valuable contributions to their industry and community

Capable

BDQ has the strength and resources to support our members

Discipline

We are collectively committed to upholding professional standards

Independent

We are a state-focussed community

Responsible

We nurture and support our community

Ambitious

We strive to succeed for the good of our community

Openness

We foster collaborative discussion and demonstrate transparency in our decision making

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Annual Priorities

Growth Strategy

- Implement a Growth Strategy for engaging with Building Designers, Industry Professionals and Corporate Partners
- This will diversify and enhance our income streams, and provide us with strength in numbers for advocacy

Marketing Plan

- Implement a marketing plan that is focussed on brand awareness and raising the profile of our awards program
- This will cement BDQ's position as the peak QLD organisation for Building Design Industry Professionals

CPD Program

- Implement a compulsory CPD program that is a membership inclusion and of a suitable standard when CPD becomes a requirement for licensing
- This will prepare our members for the adoption of Compulsory CPD, and position them as industry leaders

Volunteer Nurture

- Create a systemised Volunteer Nurture Program to support our committee volunteers in their roles across BDQ
- This will assist us in better retaining and attracting volunteers as an integral part of our operations

Head Office

- Document a Head Office Management system for retention of team knowledge and legacy information across all areas of BDQ
- This will ensure new staff members are effectively onboarded, and decrease key person risk within the business