

# Australasian College of Road Safety

## Strategic Plan 2023-2030

### Preface

The ACRS is the peak membership association for road safety professionals, advocates, and members of the public who are focused on saving lives and serious injuries on our roads.

This Strategic Plan sets out the over-arching principles and activities that the ACRS will pursue to hasten the elimination of death and injury on our roads. As the current Australian and New Zealand National Road Safety Strategies extend to 2030, our strategy also covers the same period, with a focus on how the ACRS will contribute to ensuring that the goals of these strategies are met or exceeded.

This Strategic Plan will guide the preparation of the Annual Business Plan, which will both contain actions that deliver the Plan, and provide an annual assessment of the progress being made to deliver the Plan.

The Council of the ACRS would like to thank members of the working group, and all of the members who provided input to the preparation of this Strategic Plan through consultation with our Chapters.

### Vision and Purpose

- **Our Vision** – the elimination of fatal and serious injury on the road
- **Our Purpose** – to support our members in their efforts to eliminate serious road trauma through:
  - Knowledge sharing
  - Professional development
  - Networking; and
  - Advocacy

### Strategic Objectives

The Strategic Plan focusses on four key areas:

- **External** – influencing domestic outcomes, extending our outreach to surrounding regions, and growing our engagement with the world
- **Internal** – improving how we organise and govern ourselves and develop road safety internally
- **Engagement** – attracting and retaining members, engaging with the community to share our members' expertise
- **Financial** – building a secure and sustainable revenue stream

## Strategic Outcomes

- Road Safety targets met or exceeded
- Improved professional development for road safety
- Increased overall membership numbers
- Increased engagement with large corporations
- Secure financial position

## Activities

<b>Activities</b>	<b>External</b>	<b>Internal</b>	<b>Engagement</b>	<b>Financial</b>
Develop policy position papers	x	x	x	
Establish regional chapters	x		x	x
Increase amount of inquiry submissions and advocacy	x		x	
Host regular meetings of heads of road safety research institutes	x		x	
Collate and disseminate current research underway in road safety	x			
Promote Journal of Road Safety	x		x	
Attract direct sponsorship of ACRS activities			x	x
Successfully apply for relevant Government grants				x
Formalise chapter governance		x		
Establish special interest groups/Networks		x	x	
Develop better remote access to conferences and forums	x		x	x
Conduct annual Conference	x		x	x
Investigate professional development courses & accreditation	x		x	x
Investigate developing training and events for large corporations	x		x	x
Publish and promote road safety policies	x	x	x	
Engage with undergraduate future road safety professionals	x		x	
Use media and social media to engage with public			x	
Partner with related organisations	x	x	x	x
Member survey – determine how people find the College		x	x	
Membership growth – set and achieve targets			x	x
Investigate charity and DGR status		x		x

## Monitoring and Review

The ACRS in its Annual Report will explicitly report on progress in delivering the Strategic Plan each year.

The Annual Business Plan will explicitly describe the link between proposed activities each year and the outcomes of the Strategic Plan.

The ACRS Office shall report to the Council, at least once every two years, as to whether the elements of the Strategic Plan are still relevant, adequate, and appropriate.