

# APDT Australia Inc

## Strategic Plan 2022–2025



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# Strategic Plan 2022–2025

## APDT mission and vision

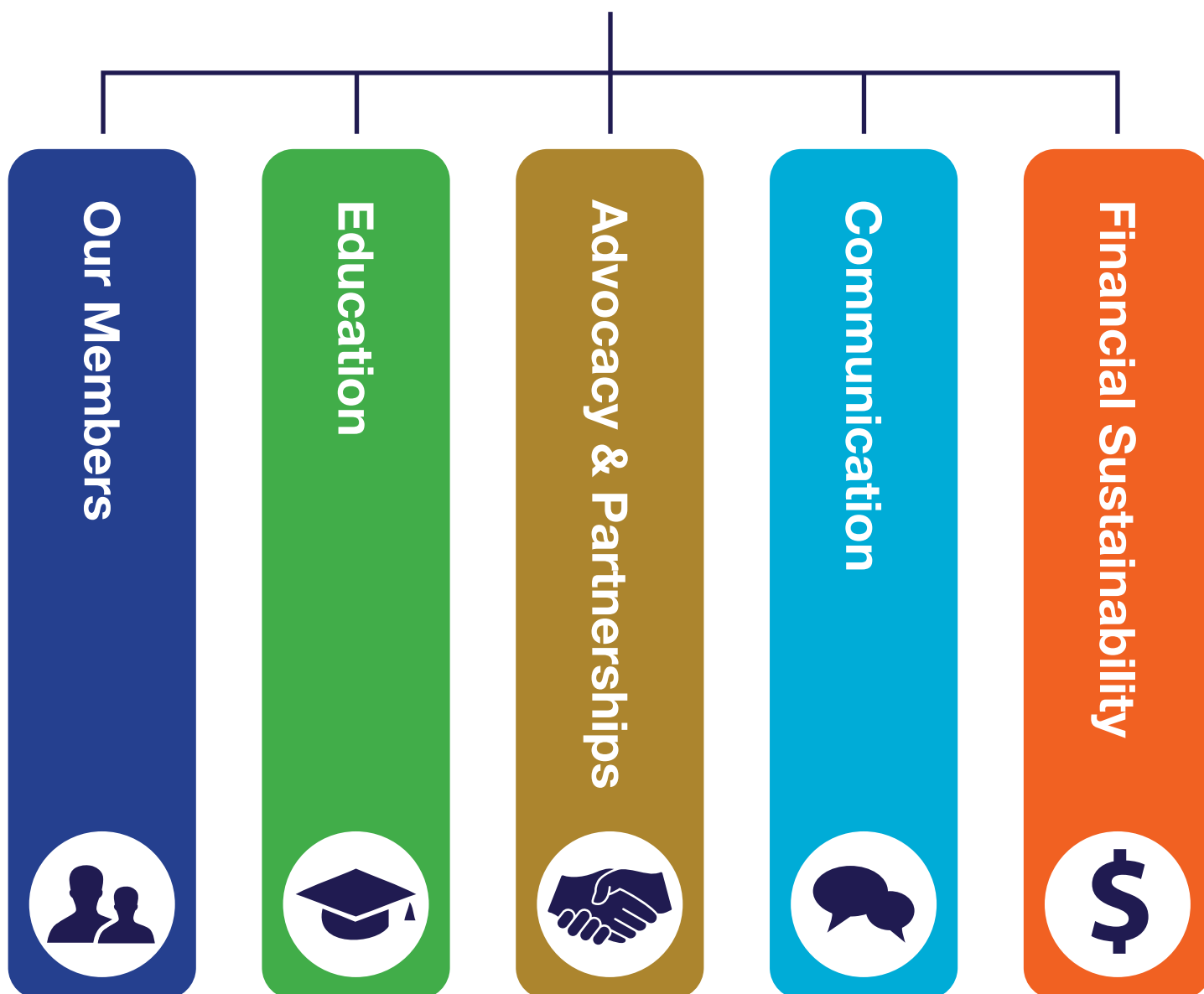
2017 marked 20 successful years of operating the Association of Pet Dog Trainers Australia (APDT). Established in 1997, the APDT is now one of the largest dog trainers' associations in Australia. The APDT aims to be a leader in the field of education and science-based dog training and continues to set the standard for the dog training industry in Australia.

**APDT Mission** is to enhance the human-dog relationship through the education of trainers and the broader community by advocating positive reinforcement training methods.

**APDT Vision** is that all dogs are trained using force-free positive reinforcement.

To achieve the APDT mission and vision, the organisation and its members recognise 5 key focus areas and objectives to be achieved by 2025. They are our members, education, advocacy and partnerships, communication and financial sustainability.

## APDT Mission and Vision



# Our Members



## Key principles

- **Provide value to our members** – Provide members with great products and services from like-minded businesses.
- **Support our broad membership** – Cater to the professional needs of our membership.
- **Upskilling** – Encourage participation in effective positive reinforcement practices and education through the annual conference and other educational opportunities.
- **Promote our members** – Provide a ‘Find a Trainer’ resource to the dog-owning public that only lists force-free professional dog trainers.
- **Support diversity** – encourage membership for all positive trainers without discrimination.

## Strategic objectives

1. Source and implement cooperative arrangements with businesses/services that benefit our members.
  - Source at least two new Members Benefits partners per year who align with APDT mission, vision and ethics that will be of value to our members.
2. Implement membership levels that reflect the professional diversity and interests of members.
  - Provide membership levels that cover a variety of dog professionals and enthusiasts.
  - Clearly outline membership levels on the APDT website.
3. Provide educational opportunities, including the annual conference, which will be considered by the industry as a must-attend event providing up-to-date information to improve our collective knowledge and training techniques.
  - Independently, or where appropriate, with other force-free bodies, deliver either face to face or virtual conference/educational/networking opportunities for our members.
  - Engage international presenters to provide members with information and updates occurring around the world.
  - Engage an events management team to ensure delivery of a highly professional conference to APDT members.
4. Ensure all members listed on the Trainers Directory are force-free professional dog trainers.
  - Maintain a database of force-free accredited professional dog trainers who have APDT approved credentials and qualifications.
  - Provide a process whereby Accredited trainer referees for Professional dog trainers are listed in the Trainers Directory.
  - Develop a process for addressing concerns regarding the force-free status of members in the Trainers Directory.
5. Support members diversity.
  - Use inclusive language in all APDT events, documentation and publications.
  - Welcome and include members from all backgrounds.





## Key principles

- **Meet our members' needs** – Provide highly relevant, engaging and motivating educational events. In addition, present a diverse range of topics focusing on local speakers through our conference, workshops, seminars and webinars.
- **Educate the community** – APDT presence at community events supporting our mission.
- **Opportunities to Connect** – A range of networking opportunities are made available to members.
- **Continuous Learning** – Provide a comprehensive collection of educational material for the membership.

## Strategic objectives

1. Position APDT as the 'must attend' conference for dog professionals in Australia via word of mouth, advertising and promotion of our conference in all forms of media.
  - Actively promote the conference on APDT public and member Facebook pages, in three editions of Click Magazine and a minimum of three e-newsletters.
  - Promote the conference in at least 3 additional external publications and/or social media sites.
2. Provide affordable educational opportunities via high calibre Australian and international speakers to present on a diverse range of topics that align with APDT mission and vision.
  - Engage a minimum of 3 international and 6 Australian speakers to present at a range of events both face to face and virtually per calendar year. Speakers engaged must come highly recommended from within the positive dog training community and appeal to a diverse audience.
  - APDT will make all events affordable by keeping fees in line with similar events held by other organisations.
3. Provide development opportunities for local speakers to present workshops, seminars and webinars.
  - APDT annual conference will provide at least 12 development opportunities for local speakers via the APDT Shorts presentations per year.
  - Provide at least 2 webinars or face to face opportunities per calendar year for members to present.
4. Attend community events to promote APDT and educate the dog-owning public on positive reinforcement training and responsible dog ownership.
  - Attend a minimum of 1 community event per State per calendar year. All APDT stalls are equipped with correct branding, banners, handouts and up to date information. Stall volunteers are APDT members, wear APDT branded clothing and adhere to the APDT Volunteer Guidelines and Community Events Policy.
5. Provide networking opportunities for members.
  - Provision of several social opportunities at events such as the annual conference and local events via icebreakers, evening functions, lunchtime forums, state gatherings/photo opportunities.
  - Provide a members-only Facebook page as a forum for member discussion and encourage conversation via sharing of educational resources and articles.



# Advocacy & Partnerships

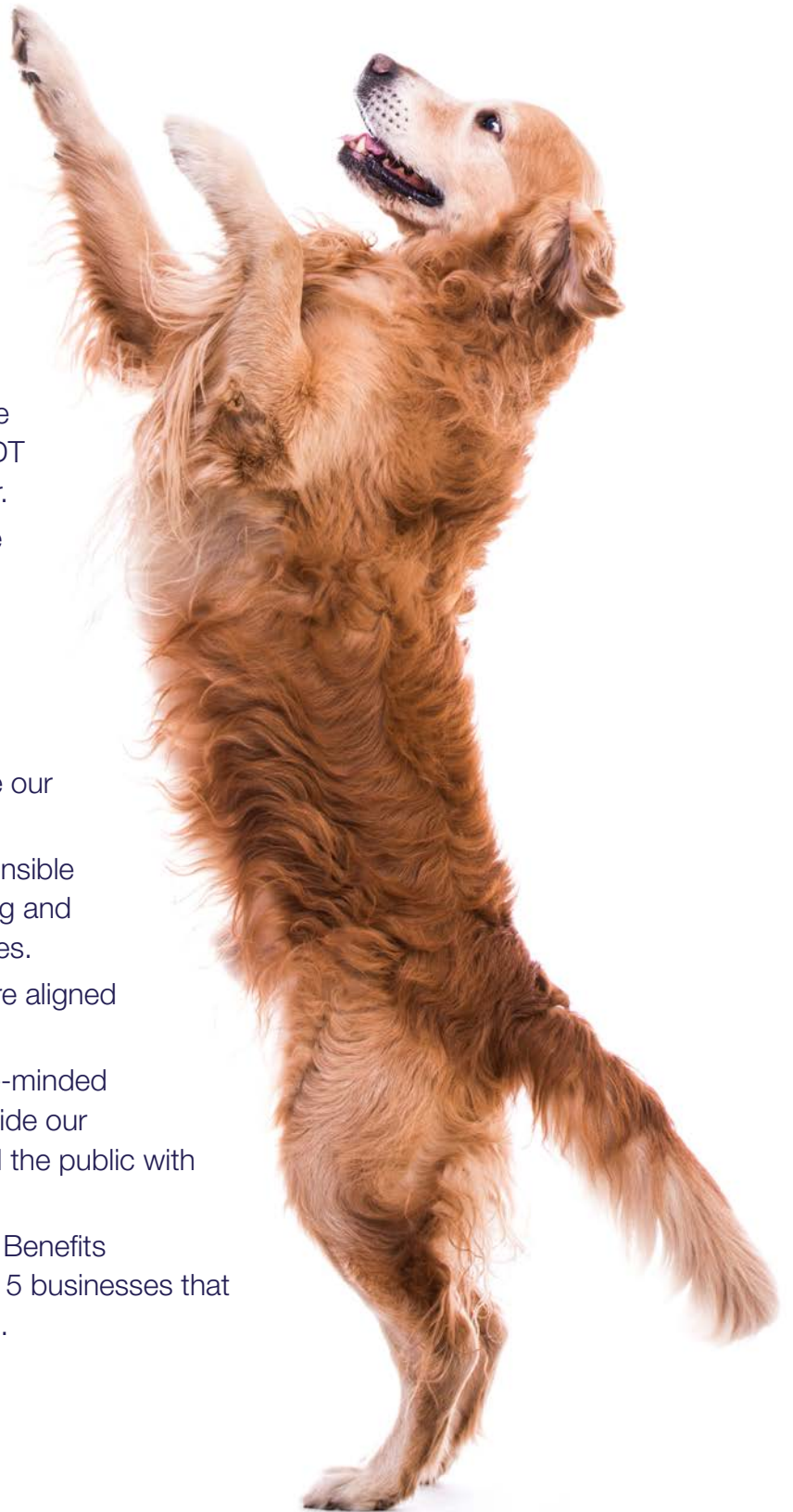


## Key principles

- **Message-driven organisation** – all public comment and media involvement is message-driven and aligned with APDT vision.
- **Speak Out** – Be an advocate for positive reinforcement training and responsible dog ownership.
- **Aligned and beneficial Partnerships** – Develop partnerships with businesses and organisations that align with APDT’s core values.

## Strategic objectives

1. Develop and foster relationships with key media organisations to promote APDT activities and messages – using print, radio, television and social media outlets.
  - Prepare and send a media release for each major educational event and others. Increase social media presence to 5000 followers by 2025. Submit a minimum of one educational article highlighting APDT to appropriate print media per year.
2. Improve and strengthen our message about positive reinforcement training and ensure all our activities and communication tools underpin this message.
  - 100% of printed materials and educational events clearly promote our force-free training methodology.
3. Ensure that APDT is a voice for responsible dog ownership, education and training and communicate this through our activities.
  - 100% of APDT communications are aligned with APDT Vision.
4. Seek out and align ourselves with like-minded businesses and organisations to provide our members with increased benefits and the public with greater confidence.
  - Develop and manage the Member Benefits Program aligning with no less than 5 businesses that offer discounted goods or services.



# Communication



## Key principles

- **Consistency** – The logo is used consistently and supports the brand of APDT.
- **Relevant** – All communications to our members and the public are up to date and science-based information. Electronic communications are succinct and relevant to the APDT membership and actively promote APDT activities and messages.
- **Engaging** – All magazine communication is high quality, interesting, educational and relevant. Engage our members in conversation through the APDTA Members-only Facebook page.
- **Inclusive** – Forums are available for our member voices and decision making.

## Strategic objectives

1. Promote our brand by displaying it prominently in our communications to strengthen awareness of our organisation.
  - All electronic and hardcopy communications include the APDT logo and colours.
2. Develop a range of resources in the form of Click Magazine, promotional flyers and educational handouts that are science-based and promote positive reinforcement training methods and responsible dog ownership.
  - All flyers and educational handouts are reviewed and updated at least bi-annually. Produce at least one additional educational handout each calendar year.
3. Provide regular communication through e-mail newsletters and Facebook posts to inform our members of current activities, requirements and information about the Association.
  - A minimum of 6 email newsletters will be distributed to our members per calendar year, aiming for a minimum of 50% open rate and 5% click rate. Aim for a minimum of 2 Facebook posts per week in both the public page and members-only group.
4. Invite members to participate in dialogue via several platforms to provide suggestions and feedback to the committee and exchange information between members.
  - Provide all financial members with an opportunity to contribute to the AGM via providing no less than 1 discussion topic per agenda.
  - Communicate via social media, aiming for no less than 50% of our members to join the APDT Australia member Group on Facebook.
5. Communicate and link with like-minded organisations.
  - Reach out to and regularly communicate with other organisations that align with our ethics, vision and mission.
6. Acknowledge Country at the start of all formal proceedings.
  - Each opening of an educational event will begin with an Acknowledgement of First Nations People and traditional custodians of Country appropriate to the area the event takes place.



# Financial Sustainability



## Key principles

- **Sustainability** – Generate a cash reserve to meet expenses and be able to reinvest money back into the organisation’s priorities.
- **Financially responsible** – Annual forecasting and regular reporting to the committee and membership. Develop and maintain revenue sources that align with APDT core values.

## Strategic objectives

1. Regular reviews of APDT income and expenditure to assess the financial position, result and cashflow.
  - Treasurer to provide monthly reports that include profit and loss, bank account balances and cash payments and receipts to the committee.
2. Maintain accounting records that reflect all revenue and expenditure for APDT.
  - Utilise an electronic accounting system as a record-keeping system for all transactions.
3. Seek new revenue opportunities and maintain existing income streams with relevant businesses and organisations through advertising, commissions, sponsorship and partnerships.
  - Maintain and strengthen the relationship with Marsh Advantage Insurance.
  - Ensure no less than four advertisers per Click magazine.
  - APDT conference has no less than 10 trade stalls and 1 sponsor.
4. Maintain a strong focus on increasing membership numbers to assist with overall financial sustainability.
  - Increase of 50 new members per annum.
  - Maintain a minimum member base of 500.





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**Association of Pet Dog Trainers Australia Inc**  
**[www.apdt.org.au](http://www.apdt.org.au)**

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