



AUSTRALASIAN PROMOTIONAL PRODUCTS ASSOCIATION



STRATEGIC PILLARS

To elevate APPA's profile as a recognised and trusted industry association, so that APPA members' services are considered an essential part of all industry stakeholder conversations

To provide accessible and relevant educational opportunities to upskill and raise the standards for the promotional products community

To strengthen membership and members standing within the wider promotional products community

STRATEGIC PRIORITIES

- Gain a baseline understanding of external stakeholder opinions/perceptions of the industry
- Elevate APPA's profile through partnerships
- Develop relationships with external stakeholders, including educational institutions
- Grow APPA's profile with external stakeholders to demonstrate APPA's value, the role of members and their contribution to the marketing mix.

STRATEGIC PRIORITIES

- Scope and build an industry onboarding program
- Scope and build a 'healthy business program' focused on small and medium businesses
- Source a learning management system to build and host educational programs

STRATEGIC PRIORITIES

- To build connections and foster a sense of community
- Bring members together through member networking events
- Design and deliver an enhanced tradeshow program
- Build better business tools for members e.g. APPA Search
- Gather and measure member feedback on APPA's progress towards the three strategic pillars

APPA'S MISSION

To elevate, unite and inspire the promotional products industry.

APPA'S PURPOSE

1. Advocate
2. Educate
3. Enhance Community