

**STRATEGIC  
PLAN**  
2021-2023  
JANUARY 2023



australian  
institute of  
food science  
& technology

# UNITING FOOD INDUSTRY PROFESSIONALS IN THE SCIENCE OF FEEDING OUR FUTURE



**GROW**



**LEARN**



**CONNECT**



**CHAMPION**

## MESSAGE FROM OUR PRESIDENT

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As the president of the AIFST, I am proud to be leading the professional institute that I have belonged to since 1980.

The AIFST continues to navigate and adapt to both market and societal changes that continue to challenge all organisations.

I am excited along with the AIFST Board and our CEO Fiona Fleming, to be focused on continuing to build the AIFST community by adapting and delivering services and outcomes that you, our members, value. It is important that we continue to adapt the Institute to be one that is recognised as the “leading voice across food science fields” and that our members can be proud of.

The Board are committed to providing members with value, flexibility and a strong network that collaborate across all food science fields, to ensure we shape a stronger science-based voice that informs consumers, food manufacturers, partners, associated industries, governments and regulatory authorities and is relevant for the time.

The Board and team working with AIFST Committees, Special Interest Groups and Branches are committed to growing and strengthening our presence in the local and international food science field uniting food industry professionals in the science of feeding our future.

Duncan McDonald,  
**AIFST President and Board Chair**



## STRATEGIC PLAN VISION



AIFST membership is **recognised and sought** after within the food industry.



AIFST is recognised as the **national independent voice** for food science and technology professionals.



AIFST is recognised as **progressive and leading** the development of food science and technology professionals, by actively supporting career development, shaping education pathways and industry participation.



AIFST is identified as the **go to organisation** in the Australian food industry for leading trends, insights and industry news that enhances the industry operating environment.



AIFST **advocates** for food science and technology professionals and the industry.





# AIFST STRATEGIC DRIVERS 2021 - 2023



Champions of food science, food scientists and foods of the future

## GROW

### **Build Membership**

Expand and grow our community of members and strategic partners to be representative of the food sector.

### **Sustainable Organisation**

Build a sustainable and proactive organisation that is adaptable and recognised as a lead voice of the Food Industry

### **Develop Food Scientists**

Develop future generations of food professionals to champion a progressive science based food sector.

## LEARN

### **Educate & Collaborate**

Provide a diverse range of tools, platforms and learning forums to educate & strengthen specialist knowledge of existing and future food professionals.

### **Develop Knowledge**

Provide technical publications and insights relating to new and emerging food science and technology to advance the food sector.

## CONNECT

### **Develop Events**

Facilitate events to connect food professionals, building science excellence, industry networks and strong relationships that are fun and impactful.

### **Build Partnerships**

Leverage partnerships that add value and enhance the food sector for the greater good.

### **Unite Members**

Create opportunities that unite members and organisations to connect, collaborate and act on Australia's food needs.

## CHAMPION

### **Promote & Lead**

Champion the food sector and it's people by being the leading voice across the food industry

### **Build Trust & Respect**

Engage with members, academia, government, and industry to build trust & respect required to champion Australia's food sector.

### **Reward Excellence**

Recognise members who lead and exceed.

**AIFST... has a role to play in developing, inspiring and championing food scientists to meet Australia's future food needs.**



## YEAR 3 – 2023 – PRIORITIES

### GROW



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### CONNECT



### CHAMPION



- Maintain a diverse membership that is representative of the food industry
- Continue to strengthen engagement and member value proposition to attract and retain industry food science professionals
- Build and adopt a strong sustainable business model and reinvest for member benefits
- Thriving state branches and SIGs that are self sufficient and aspirational
- Develop membership culture
- Develop AIFST Team culture





- Continue to diversify course offerings and delivery that support ongoing learning
- Strong partnerships with the education sector that look to AIFST to inform education programs
- Continue to develop and influence education curriculum to enhance career pathways

- Leverage strategic partnerships that enhance the voice of the agri-food industry

- Food companies value, develop and retain food scientists
- Communicate the role and importance of food science professionals to meet the food science revolution – in feeding Australians in the future
- Identify sound science that unlocks the growth of the agri-food sector
- Advocate the importance of investing in food science in the agri-food sector



# IMPLEMENTATION OVERVIEW

| STRATEGIC DRIVERS  | YEAR 1 [2021] REFRESH   | YEAR 2 [2022] REFRESH & BUILD   | YEAR 3 [2023] BUILD  |
|--|---|---|--|
| <b>GROW</b><br>       | <p>Broaden membership &amp; strengthen engagement</p> <p>Strengthen and diversify the financial base</p> <p>Support the branches and SIGs to build awareness and a diverse impactful community across the food sector</p>   | <p>Continue to build and broaden membership</p> <p>Strengthen engagement and member value proposition</p> <p>Diversify AIFST revenue streams to ensure greater financial stability</p> <p>Continue to support the branches and SIGs</p>   | <p>Maintain a diverse membership that is representative of the food industry</p> <p>Continue to strengthen engagement and member value proposition to attract and retain industry food science professionals</p> <p>Build and adopt a strong sustainable business model and reinvest for member benefits</p> <p>Thriving state branches and SIGs that are self sufficient and aspirational</p> <p>Develop membership culture</p> <p>Develop AIFST Team culture</p> |
| <b>LEARN</b><br>      | <p>Develop education &amp; career pathway products &amp; services – foundation</p> <p>Develop and influence education curriculum to enhance career pathways and build a food science pipeline</p>   | <p>Deliver outstanding courses and learning events for our food industry members</p> <p>Continue to develop career pathway products and services</p> <p>Continue to develop and influence education curriculum to enhance career pathways</p> <p>Strengthen school and tertiary relationships</p> | <p>Continue to diversify course offerings and delivery that support ongoing learning</p> <p>Strong partnerships with the education sector that look to AIFST to inform education programs</p> <p>Continue to develop and influence education curriculum to enhance career pathways</p>   |
| <b>CONNECT</b><br>   | <p>Explore &amp; initiate strategic partnerships that enhance our voice and leadership position</p> <p>Deliver opportunities for members to connect with each other and the broader industry</p>  | <p>Build strategic partnerships for scale and long-term viability</p> <p>Strengthen the food industry community by creating opportunities for members to connect with each other and the broader Agri-food industry</p>   | <p>Leverage strategic partnerships that enhance the voice of the agri-food industry</p>  |
| <b>CHAMPION</b><br> | <p>Educate food companies on the value of food scientists</p> <p>Communicate the role and importance of food science professionals in feeding Australians in the future</p> <p>Identify sound science that unlocks the growth of our sector</p> <p>Refresh the awards program</p> | <p>Continue to educate food companies on the value of engaging and retaining food scientists</p> <p>Continue to communicate the role and importance of food science professionals</p> <p>Identify sound science that unlocks the growth of the sector</p> <p>Refresh the awards program</p>       | <p>Food companies value, develop and retain food scientists</p> <p>Communicate the role and importance of food science professionals to meet the food science revolution – in feeding Australians in the future</p> <p>Identify sound science that unlocks the growth of the agri-food sector</p> <p>Advocate the importance of investing in food science in the agri-food sector</p>  |