



API
STRATEGIC
PLAN
2017 – 2021

Australian Power Institute

Strategic Plan 2017-2021

Connects, Collaborates, Contributes



**API
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PLAN
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Connects (Our Vision):

Connecting People, Skills and Resources to Power Australia's Energy Future.

Collaborates (Our Value Proposition):

Providing value through maximising collaboration and innovation throughout the energy industry, universities and schools, professional bodies and government in power engineering education, research and training.

Contributes (Our Purpose):

Our contribution is to ensure a sustainable supply of innovative, agile power engineering professionals equipped with contemporary skills to transform and sustain Australia's energy future through initiatives focused on:

- Providing a sustainable supply of quality power engineering graduates to Energy Industry
- Facilitating a strong power engineering education platform for undergraduate students and existing industry professionals;
- Coordinating Industry and University Innovation Initiatives;
- Expanding membership and providing value for members ;
- Supporting the Technical and Commercial Success of Member Companies in the Energy Sector.

Strategic Theme	Objectives	Initiatives	Measures	Annual Targets
Pipeline of Graduates	Providing a sustainable supply of quality power engineering graduates to Energy Industry	<ul style="list-style-type: none"> Actively promoting engineering in schools 	<ul style="list-style-type: none"> Science, Technology Engineering Leveraging Relevance (STELR) Project school feedback on value of bursary student visits 	<ul style="list-style-type: none"> 90% rate greater than good value
			<ul style="list-style-type: none"> Pilot / Launch concept of Day in the Life Program targeting primary school 	<ul style="list-style-type: none"> Program developed by December 2017
		<ul style="list-style-type: none"> Delivering a successful bursary program to promote and market API and power engineering 	<ul style="list-style-type: none"> Number bursary applications annually 	<ul style="list-style-type: none"> >6 times number of bursaries available
			<ul style="list-style-type: none"> Quality of API bursary holders selected 	<ul style="list-style-type: none"> Grade point average >5 for duration of bursary
			<ul style="list-style-type: none"> Bursary graduate employment rate within the industry 	<ul style="list-style-type: none"> >70%
			<ul style="list-style-type: none"> Vacation employment rate 	<ul style="list-style-type: none"> >95%
		<ul style="list-style-type: none"> Coordinating networking between industry, students and universities 	<ul style="list-style-type: none"> Student assessment of value of networking events 	<ul style="list-style-type: none"> >90% of students rate networking as valuable
			<ul style="list-style-type: none"> LinkedIn activity and statistics 	<ul style="list-style-type: none"> 10% growth in Linked In connections per year
			<ul style="list-style-type: none"> Increasing communications to senior leaders and academics 	<ul style="list-style-type: none"> Number of API communications with senior leaders and academics (>6 per annum)
		<ul style="list-style-type: none"> Increasing inclusion and diversity in power engineering 	<ul style="list-style-type: none"> % of female power engineering graduates as a proportion of the total graduates 	<ul style="list-style-type: none"> >20% nationally
<ul style="list-style-type: none"> Indigenous scholarship program implemented 	<ul style="list-style-type: none"> By December 2017 			
<ul style="list-style-type: none"> Supporting student pipeline initiatives 	<ul style="list-style-type: none"> Funding of Bursary Program + STELR + Women in Power Engineering + Website 	<ul style="list-style-type: none"> > 40% of total operating expenditure 		
Strong Education Platform	Facilitating a strong power engineering education platform for undergraduate students and existing industry professionals	<ul style="list-style-type: none"> Aligning power engineering curriculum to position graduates for future career success and industry benefit 	<ul style="list-style-type: none"> Annual survey measures changes in curriculum to meet industry needs 	<ul style="list-style-type: none"> Curriculum rated as > or equal to meeting expectations 80% of courses updated <3 years for 80% of universities
		<ul style="list-style-type: none"> Bridging industry and universities to align common understanding of industry skills and priorities 	<ul style="list-style-type: none"> Industry assessment of power engineering graduates' preparation/foundation skills 	<ul style="list-style-type: none"> >60% of graduate skills rated average to strong
		<ul style="list-style-type: none"> Offering a suite of professional development training courses relevant to industry 	<ul style="list-style-type: none"> Delivery of Masterclass Program 	<ul style="list-style-type: none"> 80% of Masterclass Program delivered
			<ul style="list-style-type: none"> Masterclass feedback results 	<ul style="list-style-type: none"> > 80% Good / Excellent overall rating
			<ul style="list-style-type: none"> Summer School attendance 	<ul style="list-style-type: none"> Summer School attendance at optimal capacity for Learning & Development (35- 45)
			<ul style="list-style-type: none"> Summer School Feedback Results 	<ul style="list-style-type: none"> >90% Good / Excellent overall rating
			<ul style="list-style-type: none"> Participation by Asia Pacific Region 	<ul style="list-style-type: none"> 2 per annum from Asia Pacific
		<ul style="list-style-type: none"> Supporting industry events/conferences and related forums 	<ul style="list-style-type: none"> Industry events sponsored by API – AUPEC; TechCon Asia Pacific; EECON; PowerChem 	<ul style="list-style-type: none"> % increase in contacts on database % connection via LinkedIn
			<ul style="list-style-type: none"> Attendance at Australian Solar & Energy Storage conference to market API to potential new members 	<ul style="list-style-type: none"> New contacts to database New memberships taken up (2 per annum)
			<ul style="list-style-type: none"> Number of industry events supported by Universities and Academics 	<ul style="list-style-type: none"> 25% of universities participating in over 80% of API activities

Strategic Theme	Objectives	Initiatives	Measures	Targets
Industry Research & Innovation	Coordinating Industry and University Innovation Initiatives	<ul style="list-style-type: none"> Embedding the API and ENA Innovation Framework with the Energy Networks Australia and delivering agreed innovation priority projects 	<ul style="list-style-type: none"> Number of projects proposed and accepted through API and ENA Innovation Framework / Program 	<ul style="list-style-type: none"> >3 projects accepted per annum
			<ul style="list-style-type: none"> Dollar funding of industry led power engineering research in Australian Universities 	<ul style="list-style-type: none"> TBC
			<ul style="list-style-type: none"> Projects delivered – Time, Cost and Quality 	<ul style="list-style-type: none"> Project delivered to agreed business case
		<ul style="list-style-type: none"> Accessing university and industry partners' capability to enable the API and ENA Innovation Framework 	<ul style="list-style-type: none"> University research capability map accepted by Universities and an ongoing audit process 	<ul style="list-style-type: none"> Audit program completed <3 yearly >3 universities meet 80% of industry required capability
Sustainability of API	Expanding membership and providing value for members	<ul style="list-style-type: none"> Expanding API membership aligned to the transformation of the energy industry 	<ul style="list-style-type: none"> Membership Numbers 	<ul style="list-style-type: none"> 1 new member in network sector; 5 new members in generation / consulting / manufacturing; 2 new members (renewables)
			<ul style="list-style-type: none"> Growth in the number of contacts in communication database (Vision6) 	<ul style="list-style-type: none"> 5% growth per annum
		<ul style="list-style-type: none"> Demonstrating API as value for members by delivering on API's strategic plan objectives 	<ul style="list-style-type: none"> Industry satisfaction with value add provided by supply of graduates and the API education platform 	<ul style="list-style-type: none"> > X% of work experience student's skills rated average to strong (TBC) > 60% of graduates skills rated average to strong Summer School attendance at optimal capacity for Learning and Development (35-45) 80% of Masterclass Program delivered
			<ul style="list-style-type: none"> Industry satisfaction with value add provided by innovation coordination 	<ul style="list-style-type: none"> Satisfaction with Innovation projects initiated Satisfaction with deliverable benefits from projects
			<ul style="list-style-type: none"> Members overall value for money assessment 	<ul style="list-style-type: none"> Membership retention and feedback from survey
		<ul style="list-style-type: none"> Financial Performance of API 		<ul style="list-style-type: none"> Annual operating loss <10% of total income Funds in Reserve >1.1 of forward commitments