



AFPA

Australian Federal
Police Association

Strategy

2024 – 2027



OUR VISION

To enhance and safeguard the conditions,
welfare & rights of our members.

OUR IMPACT

Strength in unity

Collective action for better
outcomes for members.

STRATEGIC INITIATIVES

Protect and enhance the working
conditions of our members.

Clarify our value proposition to members
and communicate this broadly.

Increase membership penetration amongst
sworn and unsworn workforce through
active delegates.

Early engagement with newly appointed
AFP members.

ENABLERS

Financial sustainability.

Member engagement.



Trusted source of truth	Enhanced member value and benefits
Provide accurate and reliable information by being a dependable reference on matters impacting the police force.	Leverage the collective purchasing power of our Association, we secure valuable member benefits.
Publicly report on key police force matters of interest to the public.	Enhance our members' security and peace of mind through superior legal, industrial, insurance, and welfare services.
Build trust by engaging with all key stakeholders and participating in community events and forums to discuss current law enforcement topics.	Clarify and improve return on investment for members. Showcase that membership is cost neutral.
Launch a secure, members-only online platform that provides up-to-date, verified information on topics impacting the force.	Advocacy for the AFP Blue Card.
Open communication by publishing regular reports on Association activities and decisions, reinforcing accountability.	AUSPOL – clarify value proposition and rebrand. Promote and grow to offer more.
Our Association staff.	Service standards to our members.
Our National Executive, Delegates and Members.	Digital acceleration.

Major Trends Driving Our Strategy



Shifting profile of Australian Federal Police Force

Increase in unsworn police force members



Digital Acceleration

Increasing adoption of
digital tools and technology



Evolving expectations of our members

In a climate where the force is
expected to do more with less



Changing profile of policing

Fundamental shifts in geopolitics,
economics, and societal norms

The beliefs informing our strategy

- As unsworn federal police roles expand, the Association needs to adapt by developing distinct yet focused strategies to recruit both sworn officers and their unsworn counterparts, ensuring all members of the federal policing community are represented and supported.
- The increasing integration of digital tools and technology across all facets of life necessitates a comprehensive digital communication strategy, with a special focus on engaging our younger members, who are digital natives expecting instant access, interactivity, and tech-savvy solutions.
- Digital communication is an opportunity to better engage all members quickly and easily.
- Increasing demands on the force to do more with fewer resources means there has never been a more important time to advocate for improved pay and conditions, enhanced support systems for our members and sufficient police resources.
- As the profile of crime and policing evolves, the AFP needs to update its policies to support the well-being of officers amidst these shifts.
- Subjecting the AFP to the Government efficiency dividend is short sighted as we face an increasingly complex and evolving crime environment.

Realigning the AFPA's Focus and Priorities

FROM

A traditional member engagement model.

Uncompetitive conditions compared to other associations and unions. Can result in negative impact on morale and value.

At present, we are missing the opportunity to connect with unsworn members at the start of their journey with the force.

Ongoing development in how we address and respond to national matters related to the police force.

The current delegate model is ready for strategic investment.

Increasing welfare needs of some of our members.

A leased property with sub optimal accommodation for AFPA staff and members.

KEY CONSIDERATIONS

Importance of remaining relevant to members and communicating in ways that they prefer.

We face a competitive market for skilled staff, necessitating strategic measures to attract and retain talented staff.

It is critical to continue to grow our membership so that we represent a united front and are a strong voice for policing.

Gathering insights from members on their expectations and building and maintaining relationships with the media.

The delegate model requires additional resourcing to increase its effectiveness.

Benefits of AUSPOL for our members is unclear.

Fit for purpose accommodation is necessary to deliver for our members.



TO

A contemporary digital approach to member engagement communications that celebrates our collective achievements and ensures members are promptly informed about significant matters.

An equitable employee value proposition that ensures our staff receive competitive benefits, fostering a positive work environment in line with the AFPA Statement of Values.

A proactive strategy designed to engage unsworn police members, ensuring that both sworn and unsworn personnel are effectively reached through tailored, differentiated approaches suitable for each group.

An increased presence in media and direct engagement with our members key stakeholders, along with prompt and clear responses to national issues concerning the police force.

A robust recruitment and engagement framework that places well-trained and fully supported delegates at its core, ensuring a vibrant and effective membership community.

A re-branded AUSPOL focussed on growing funds and promoted to support members in need.

Office accommodation designed to meet operational needs, underpinned by a solid financial business case to ensure suitability and sustainability.



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