

STRATEGY'28

Asset Management Council

www.amcouncil.com.au





ASSET MANAGEMENT COUNCIL

Vision for Asset Management

Improving society and empowering sustainable communities through asset management



ASSET MANAGEMENT COUNCIL

Purpose

To enable value from effective asset management and to assist members

Asset Management Council Impact

Core Objectives



Beneficiaries

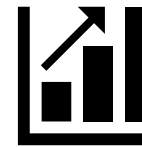
1. Members and Workforce



Impact: Skilled and recognised professionals

Outcome: Enhanced knowledge, careers, and practice standards

2. Industry



Impact: Improved organisational performance

Outcome: Enhanced capability and decision-making

3. Community



Impact: Safer, more reliable, and sustainable infrastructure

Outcome: Better services, trusted infrastructure, resilient cities

Strategy for Impact 2026 – 2028



ASSET MANAGEMENT COUNCIL

Our Vision: Improve society & empower sustainable communities through asset management

Our Purpose: To enable value from effective asset management and to assist members

	Enhance asset Management Knowledge	Uplift Capability and recognition	Foster Community and Connection	Build Influence and support advocacy
Our Objectives	Continue building an online resource library with industry publications, case studies and research on emerging trends	Provide accreditation, training and professional development for a skilled workforce	Support members with networking and events to improve recognition of the value of asset management	Advocate and collaborate with industry partners to influence decision makers, policy standards, and regulations impacting asset management
Our Directions	<ul style="list-style-type: none"> - AI strategy for AMBoK enhancement - Identify and facilitate opportunities to undertake innovative, leading edge projects/research - Develop discussion papers - Trade & learning with other countries 	<ul style="list-style-type: none"> - Extend annual AM training and PD program - Mentoring program - Benchmarking tool - Career planning tool enhancement - Promote AM certification scheme & increase nos. certified - Align to WPIAM GCS. AM Systems Scheme Owner - Research Scholarships / Universities 	<ul style="list-style-type: none"> - Sharing stories and AM journey with industry sectors - Provide formal and informal dissemination channels to members and stakeholders - Recognise and celebrate excellence in asset management 	<ul style="list-style-type: none"> - Expansion of membership - Strategic alliances with Industry partnerships, government bodies, other peak bodies - Representation & participation at GFMAM & WPIAM - Representation on Standard Australia committees - Advocate for AM policies at all levels of government
The Outcomes <i>What Success Looks Like</i>	Increased members knowledge and skills in asset management best practices and technology adoption	Improved career development for members though accreditation and skills recognition for capacity and capability to diver productivity and efficiency	Stronger professional networks and peer connections amongst members	Increased member representation in shaping policy, industry standards and practices through advocacy initiatives including future focused attention to cultural inclusions, climate disclosure and action towards SDG's, ESG and GRI reporting
Our Impact	Asset Managers who are skilled in the latest practices and emerging capabilities	Organisations demonstrating asset management practices Assets managed for benefit of communities	Improved asset management standards, practices and policies at a local, national and international level	

A strategic plan for the Asset Management Council 2025-2028

Strategy'28

with a vision To improve society and empower sustainable communities through asset management



ASSET MANAGEMENT COUNCIL

Purpose: to enable value from effective asset management

Strategic Priorities

1. Collaborate with industry partners to influence decision makers, policy standards and regulations impacting asset management
2. Support members with networking & events to improve recognition to the value of AM
3. Continue to build an asset management online resource library
4. Provide accreditation, training and professional development for a skilled workforce
5. Manage and govern the association well

Positive Outcomes

- **FINANCIAL:** sustainable organisation able to undertake projects of choice
- **MEMBERS:** Increase engagement with members and enthusiastic volunteers
- **INFLUENCE:** Increased use of AM Council resources and increased use of asset management across all sectors

Foster community and connection

ENGAGE

Build influence & support advocacy

INFLUENCE

Enhance A M Knowledge

EMPOWER

Uplift capability and recognition

EDUCATE

What Success Looks Like

- AM Council is the source of expertise and knowledge for asset management
- AM Council is best source of support for individuals and organisations on their asset management journey
- AM Council impacts on decisions in asset management and is visible through government and industry partnerships