



APPA 2011-2014 Strategic Plan

...supporting, promoting and advocating for the professional roles of principals

Background

The Auckland Primary Principals' Association has been the collective voice for over 400 primary and intermediate school principals in the greater Auckland region - from Franklin to Hibiscus Coast – for nearly 100 years. It is a strong lobby and support group that has influence at both the local and national level.

The APPA is a strong and viable professional organisation that has a history of successful service, initiatives and representation of principals' interests in addressing the needs of primary and intermediate school education in New Zealand. It is the largest local principals' association in New Zealand

** Please note that the term “members” as it is used in this document refers to primary and intermediate school principals who are members of the APPA.

Mission statement

... supporting, promoting and advocating for the professional roles of principals

... tautokotia whakapikia me taunakitia te mahi o ngā tumuaki mātanga...

Core values

leadership rangatiratanga

integrity mana tangata

collegiality tu tahi

excellence panekiretanga

trust whakapono

vitality hiringa

Core business

The core business of the APPA is to support members through the provision of services and information, and to represent their interests and concerns at local and national levels.

Strategic Plan 2011 - 2014

Strategic priorities

1. Advocacy (for principals, schools and students)

To effectively advocate for the position of members, as agreed by Council.

2. Support and development (in pastoral, professional and collegial areas)

To promote and/or provide quality professional learning and other forms of support for school leaders.

3. Representation (of principals' views, priorities and needs)

To effectively represent members in appropriate forums.

4. Contribution (to cultural and other events for students)

To promote and/or provide opportunities for students as agreed by Council.

Priorities	Goals	Strategies	
		Maintenance	Improvement
<p>Advocacy (for principals, schools and students)</p> <p><u>To effectively advocate for the position of members, as agreed by Council</u></p>	<p><u>Strategic Goal 1</u> <i>To pro-actively communicate APPA's position on relevant matters to all appropriate parties</i></p> <p><u>Strategic Goal 2</u> <i>To actively identify and participate in all relevant advocacy opportunities as these arise</i></p>	<p>President and/or appropriate APPA members to advocate on members' behalf</p> <p>Make submissions on relevant documents, policies, etc.</p> <p>Communicate with the Minister and other appropriate persons</p>	<p>Design and implement a plan for regular and pro-active advocacy for members</p> <p>Design and implement a plan for regular and pro-active media coverage</p> <p>Regularly survey members and utilise data to formulate advocacy responses</p> <p>Further develop the APPA website, APPA Times and APPA Magazine as advocacy vehicles</p> <p>Further develop the role of Council member</p>

2011 Comments/Progress

Priorities	Goals	Strategies	
		Maintenance	Improvement
<p>Support and development</p> <p>(in pastoral, professional and collegial areas)</p> <p><u>To promote and/or provide quality professional learning and other forms of support for school leaders</u></p>	<p><u>Strategic Goal</u></p> <p><i>To develop and provide a range of professional development opportunities for members and their senior leaders</i></p> <p><u>Strategic Goal</u></p> <p><i>To ensure that all support and development activities occur in a cost-neutral and sustainable manner</i></p>	<p>Organise and provide support and development events and processes:</p> <ul style="list-style-type: none"> - Sponsors' Breakfasts - Senior Leadership Conference - Principals' PD event - pastoral support - sponsorship of UACEL event/s - Annual Luncheon <p>Utilise sponsors' monies to fund events</p>	<p>Evaluate support and development events regularly (using an appropriate process) and implement improvements as required</p> <p>Develop procedures to ensure the sustainability of support and development event organisation committees</p> <p>Develop procedures to ensure all support and development events are cost-neutral</p> <p>Further refine sponsorship arrangements, and processes</p> <p>Investigate the feasibility of further support and development mechanisms, for example:</p> <ul style="list-style-type: none"> - Principals' "advisor" - links with UACEL <p>Apply for funding/grants/contracts whenever appropriate</p>
<p>2011 Comments/Progress</p>			

Priorities	Goals	Strategies	
		Maintenance	Improvement
<p>Representation</p> <p>(of members' views, priorities and needs)</p> <p><u>To effectively represent members in appropriate forums</u></p>	<p><u>Strategic Goal</u></p> <p><i>To continue to be strategic about the forums at which members are represented</i></p> <p><u>Strategic Goal</u></p> <p><i>To more comprehensively seek information about members' views, priorities and needs</i></p>	<p>Hold regular meetings with ERO and MoE (Quarterly Education Discussions)</p> <p>Hold regular meetings with the Auckland office of the Ministry of Education</p> <p>Select members to represent APPA on the School Support Network, ESOL and UACEL committees</p> <p>Include representation on Council of NZEI and NZPF</p> <p>Establish (and disestablish) WAGs as required</p>	<p>Build relationships with further key groups (including the new Auckland City Council)</p> <p>Evaluate the communication and representation functions of Council (using an appropriate process) and implement improvements as required</p> <p>Evaluate the current composition of Council and Executive (using an appropriate process) and implement improvements as required</p> <p>Further develop and strengthen the role of Council members</p> <p>Using an appropriate process, evaluate and improve the WAG mechanism</p>
<p>2011 Comments/Progress</p>			

Priorities	Goals	Strategies	
		Maintenance	Improvement
<p>Contribution</p> <p>(to cultural and other events for students)</p> <p><u>To promote and/or provide opportunities for students as agreed by Council</u></p>	<p><u>Strategic Goal</u></p> <p><i>To investigate and develop further opportunities for students to participate in events in areas other than Music.</i></p> <p><u>Strategic Goal</u></p> <p><i>To ensure that all cultural and other events occur in a cost-neutral and sustainable manner</i></p>	<p>Organise and promote events for students:</p> <ul style="list-style-type: none"> - Music Festival - Knights Templar Competition - 3-day Music Course - Speech Competition 	<p>Evaluate student events regularly (using an appropriate process) and implement improvements as required</p> <p>Develop procedures to ensure the sustainability of student event organisation committees</p> <p>Develop procedures to ensure all student events are cost-neutral</p> <p>Investigate the feasibility of further student event/s for students in additional areas – for example:</p> <ul style="list-style-type: none"> - ICT - Technology - Sport
<p>2011 Comments/Progress</p>			