

# BEAQ STRATEGIC PLAN 2024 - 2026



## Role

The Business Educators' Association of Queensland Inc (BEAQ) is the peak professional members' association for advancing accounting, business[DB1], applied business, junior economics and business, legal studies subjects and relevant Vocational Education and Training (VET) in Queensland fostering innovation, collaboration, professional development, and sustainability within the profession.

## Mission

Our mission is to inspire and empower our members and stakeholders to drive continuous improvement, professional development, and innovation in business education, to equip students with the skills and knowledge needed for future success in a rapidly evolving world.

## Vision

We envision a future where business educators across Queensland form a cohesive and dynamic community, actively engaged in ongoing professional development, knowledge sharing, and collaboration to ensure the relevance and effectiveness of business education for generations to come.

## Membership

Membership in BEAQ is open to educators, industry professionals, and other stakeholders committed to advancing business education in Queensland. By joining BEAQ, members become part of a dynamic and inclusive community dedicated to driving positive change and fostering sustainability in business education.

## Values

**Collaboration:** Engaging our members effectively, we foster collaboration opportunities to advance business education in Queensland, ensuring that diverse perspectives and expertise contribute to our collective efforts.

**Professionalism:** Upholding the highest standards of professionalism, we represent our members, partners, and sponsors with integrity and excellence, demonstrating a commitment to advancing and recognising the business education profession.

**Innovation:** Embracing a culture of innovation, we continuously explore new and creative approaches to deliver tailored services and solutions to our members, staying ahead of the curve and adapting to the evolving needs of the business education community.

**Integrity:** We are committed to upholding the highest ethical conduct and honesty standards in all our actions, fostering trust and credibility within our membership and the broader community.

**Inclusivity:** Promoting inclusivity, we actively encourage the participation and involvement of all members and partners, fostering a supportive and welcoming environment where every voice is valued and respected in shaping the future of business education in Queensland.

## Goals

### Facilitate Ongoing Professional Learning

- 1.1 Provide professional development in state-wide activities for various business education subjects to enhance the knowledge and skills of teachers and their students for the various business education subjects.
- 1.2 Address opportunities and challenges in the subject areas to increase student interest and further promote business education.
- 1.3 Foster initiatives that enhance stakeholder engagement with the BEAQ and its members.
- 1.4 Encourage regional and remote members to become more involved through Management Committee representation and professional development activities and events.

### Strengthen Engagement

- 2.1 Effective digital communication strategies to be more informative and accessible on the BEAQ website and social media platforms, optimising it for enhanced engagement.
- 2.2 Continuously review processes within the Association to ensure efficiency and sustainability, optimising the website for streamlined database and membership management.
- 2.3 Understand member needs, subject choices, and student numbers to better tailor resources and engagement strategies.
- 2.4 Encourage the Management Committee and members to share best teaching practices, new ideas, and resources with the association, including actively sharing them on BEAQ's social media platforms.

### Ensure Effective Governance

- 3.1 Ensure considered operational and financial decisions are made in the best interests of the Association and its membership.
- 3.2 Develop a comprehensive succession plan for the Management Committee membership and leadership roles within the Association to ensure business continuity, mentorship, and the transfer of knowledge.
- 3.3 Ensure the Management Committee's structure and skill set add value to the Association's operations, promoting good governance and association sustainability.