

IFME Strategy 2022-2024

OUR VISION

To be globally recognised by our members as making a difference

OUR MISSION

- To facilitate international exchange
- To strengthen member associations

OUR POINT OF DIFFERENCE

Emerging technology, sustainability & adaptability in municipal engineering

OUR PURPOSE

To enhance the quality of life for our communities globally through public works & municipal services

STRATEGIC PILLARS

MEMBER VALUE

To be relevant to our stakeholders providing access to a global network, share knowledge & best practice

INFLUENCE

To have influence & advocate at a national scale leveraging IFME's international footprint

GROWTH

To be the leading international membership organisation in municipal engineering & public works

THROUGH THE WORK OF OUR COMMITTEES BRINGING OUR STRATEGY TO LIFE

TECHNICAL & ASSET MANAGEMENT

1. Publication on the benefits & drivers of asset management including delivery of a webinar
2. Identify expert or specialty areas of member country associations to explore collaboration opportunities
3. Undertake a global survey through member associations to report on technology trends in municipal engineering
4. Explore opportunities for IFME to disseminate best practice in disaster management
5. Deliver an IFME webinar on public works cyber security in association with APWA
6. Develop & deliver IFME technical paper/s in Birmingham UK, Gold Coast AU & San Diego USA in 2023

MEMBER ENGAGEMENT & LEADERSHIP

1. IFME Excellence Awards to be made at 2024 IFME World Congress
2. Study Tours by and to member countries to be coordinated, shared and increased
3. Member Association presentations at IFME Board meetings to facilitate sharing of structures, business approaches and experiences
4. Identify grant funding available for IFME projects, e.g., EU, UN
5. Investigate opportunities for sharing access to member association education material & courses
6. Investigate potential for a global Public Works Week to promote better understanding

MARKETING & COMMUNICATION

1. Research, Analytics & Inventory report on IFME's digital world and recommendations for improvement
2. Develop an IFME Marketing Plan & Communications Strategy
3. Develop & deliver an IFME Thought Leadership Series
4. IFME presentations at Member Association Conferences
5. Scope outlines to be prepared for Marketing Plan / Communications Strategy
6. Technical and Community / Social Thought pieces published from IFME member countries

SUCCESS LOOKS LIKE

- IP content sharing across the network
- 8 IFME presentations each year
- 1 IFME professional development program delivered

- 20 mentions of IFME in tier 1 & 2 publications
- 5% increase in social media following
- A lift in domain search ranking

- Increase membership by 3 member countries over next 3 years; retain 95% of current membership
- Increase annual turnover by 5% annually over next 3 years