

Migration Institute of Australia

Strategic Plan 2015 - 2018

The Migration Institute of Australia is the professional association for Registered Migration Agents. With imminent changes to the registration process and the removal of a registration requirement for lawyers to provide migration advice, the landscape has significantly shifted.

As part of its commitment to remaining relevant and providing valuable services, the Migration Institute of Australia has undertaken a strategic planning process to help steer the organisation successfully into the future.

Our Vision

The Migration Institute of Australia and its members are the authority and benchmark for informed, trusted and respected migration practice and leadership.

Our Mission

Strengthen the capacity and profile of the Migration Institute of Australia to:

- Support members through ongoing education, information and representation; and to
- Provide informed leadership in migration discussions.

The Challenges We Face

- The proposed changes to registration and prequalification for Registered Migration Agents and the parallel removal of registration requirements for lawyers will fundamentally change the migration practice in the country and will impact on membership with the Migration Institute of Australia.
- The ongoing risk to the profession of an unregulated market supported by unqualified or unregistered practitioners that may impact on vulnerable clients.
- The need to remain relevant and valuable to our members so that we not only meet their needs but are able to strengthen our legitimacy as the voice of the profession.
- The need to promote the organisation, what it stands for and what it delivers in a growing environment of noise and confusion around migration in which ignorance and misunderstanding erode confidence in the sector.

- The need to address areas of migration law that deliver a relative disadvantage to classes of applicants or policy anomaly so that they can be reconsidered and reformed.

But We Have Strengths to Realise Opportunities

- We have deep expertise around migration law and a proven track record as the authority in its application and interpretation.
- We have a strong core of long term members who have delivered high level ethical and professional services and provided sectoral leadership.
- We have positive and deep relationships with government, Ministers, educational institutions and the legal sector relevant to migration.
- We are financially stable and have the capacity and resources to drive new membership and deliver enhanced member value and services.
- We are keen and motivated to continue to make a difference in the migration law area and to increase both our value and our position in this sector.

Our Strategic Directions

The Migration Institute of Australia will be guided in its development over the next three years through adhering to clear and achievable strategic directions framed around 5 strategy pillars which are:

1. Membership – Ensuring that members are at the centre of the Migration Institute of Australia’s thinking and programs to compel support and drive membership value
2. Professionalism – Lead the provision of information and education services to deliver higher level skills and professionalism
3. Representation – Facilitating a members’ voice in representation, advocacy and migration issue leadership
4. Promotion – Champion the value of the Migration Institute of Australia and the profession to the community
5. Sustainability – Achieving organisational capacity that supports the evolving role of the Migration Institute of Australia as the professional association of choice.

Strategic Actions

1. Membership – Ensuring that members are at the centre of the Migration Institute of Australia’s thinking and programs to compel support and drive membership value

- Develop greater opportunities for members to participate in the Migration Institute of Australia through a range of mechanisms that meet member needs e.g. reference groups, policy networks and special interest groups;
- Research communications and engagement options for members that accommodate individual, cultural and linguistic needs across digital and physical platforms;
- Actively promote the Migration Institute of Australia benefits to potential members through an articulated information strategy targeting students, new residents and lawyers, and other non-member migration agents;
- Develop high value services around complex cases that are accessible to members that improve their practice skills;
- Improve capacity to inform and promote the Migration Institute of Australia and its members’ achievements to both stakeholders and a wider community audience through all relevant and available media and communications channels.

2. Professionalism – Lead the provision of information and education services to deliver higher skills and professionalism in migration.

- Develop a new approach to recognise the expertise and profile the standing of Migration Institute of Australia members. This will be an evolution from the current FMIA/AFMIA approach;
- Enhance expertise through a renamed and repackaged curriculum to support an “accredited migration specialist” certification and through the development sub program speciality area certification;
- Provide opportunities for professional enhancement, sharing knowledge, mentoring, and other forms of practice leadership;
- Provide educational opportunities for lawyers to comply with standards for membership;
- Promote the Migration Institute of Australia member professionalism through it’s code of ethics and practice and membership of the Professional Standards Council.

3. Representation – Facilitating a members’ voice in representation, advocacy and migration issue leadership

- Develop a member informed set of policies and principles that are enduring and that form a policy platform on which the of Migration Institute of Australia bases its submissions;
- Develop a framework and protocol for the Migration Institute of Australia’s public comments process to support the President, especially in responding to issues where no policies exist, but which are relevant to members;
- Facilitate organic and structured policy and interest groups within the organisation to inform the Migration Institute of Australia positions and responses.

4. Promotion – Champion the value of the Migration Institute of Australia and the Profession to the community

- Develop a branding campaign to position the Migration Institute of Australia as a trusted brand and promote the value of qualified practitioners. This campaign should be framed around individual sub strategies targeting new and emerging communities, employers and unions and migration sponsors
- Enhance stakeholder relations by engaging them as supporters of the organisation’s advocacy and promotional activities;
- Identify and engage new stakeholders in the areas of families programs, religious organisations, political parties, ethnic community peak organisations, environmental groups, and the Consular Corp;
- Activate members as organisational advocates by providing them with promotional materials to publicise the Migration Institute of Australia and their status within the organisation;
- Develop a recruitment campaign – promoting the Migration Institute of Australia and the Migration Institute of Australia so as to attract more members and develop new member offers and incentives to support the campaign.

5. Sustainability – Achieving organisational capacity that supports the evolving role of the Migration Institute of Australia as the professional association of choice

- Undertake an organisational audit to assess current workflows, capacities and gaps to support the strategic plan with specific attention to IT, human capital, corporate memory, delegations and workflows;
- Identify new and enhancing existing revenue streams through membership increases, product offers and increased sponsorship while maintaining program integrity;

- Developing a financial strategy to provide the Migration Institute of Australia with the capacity to fulfil its strategic vision
- Review the organisation's constitution, rules and structures to ensure good corporate governance of the Migration Institute of Australia at both national and state jurisdictional levels.