

AITPM Board Communique – May 2025

The AITPM Board convened virtually on 2 May 2025 to discuss key priorities and make decisions to advance the organisation's goals. Below is a summary of the main items:

1. Strategic Plan 2025-2028

The Board approved the public-facing version of the Strategic Plan 2025-2028, incorporating feedback from directors. The plan will be distributed to members starting 12 May 2025. Communication strategies, including a potential video from the Chair, were discussed to support the plan's delivery.

2. Name Change and Branding

The Board resolved to approve a new trading name for AITPM. The name and new branding will be launched at the National Conference in September 2025.

Funding has been allocated to professionally prepare and execute the branding and launch, including video content. Directors will participate in a branding workshop and focus groups will test logo and branding options.