



Institute of  
Professional Editors

# STRATEGIC DIRECTION

The Institute of Professional Editors (IPEd) is the professional association for editors in Australia and New Zealand. Our 1300+ members play a valuable role in content development and publication.

They work collaboratively with content creators to help get the message across with greater clarity, elegance and insight. IPED is a not-for-profit member-driven organisation, with dedicated volunteers and professional staff working together to advance the profession of editing.

## Mission

To advance the profession of editing through training, advocacy and promotion.

## Vision

IPED is the trusted voice of professional editors, shaping communications of the future.

## Values

We are:

- collaborative
- mutually supportive
- inclusive
- respectful
- principled
- committed to excellence.

We celebrate our contributions and successes.

## Our promise to members

Belonging to IPED helps you:

- connect and collaborate with peers, experts and industry
- develop your professional and business skills
- accelerate your career
- gain respect as a professional editor
- be part of a supportive community
- celebrate your profession.

## Member services

We deliver on our promise through a range of services:

- professional development events, workshops and networking
- IPED conferences
- awards and prizes
- accreditation scheme for professional editors
- professional standards for editing practice
- advocacy
- mentoring program
- Editors Directory
- online resources
- member discounts.

# The road ahead

## A SUMMARY OF THE STRATEGIC PLAN JULY 2020 TO JUNE 2023

1

### BUILD A STRONG ORGANISATION

- Diversify income streams and generate new sources of revenue to fund IPEd's operations and service delivery to members.
- Review and implement a communications strategy to keep members and stakeholders informed and connected.
- Review resourcing to ensure IPEd has the most effective organisational structure in place, with the appropriate mix of staff and volunteers, to deliver on its priorities.
- Review IPEd's operational systems, processes and reporting to ensure accuracy, clarity, confidence and best-practice service delivery.
- Ensure robust governance of IPEd to maintain a sustainable association.

2

### SUPPORT A THRIVING MEMBERSHIP

- Develop and implement a membership acquisition and retention strategy.
- Nurture the Aotearoa New Zealand branch and assist existing branch development.
- Formalise existing reciprocal local and international association memberships for the benefit of IPEd members.
- Expand member benefits on a range of services and events.
- Promote the Editors Directory to editors, industry and publishers as the definitive directory for professional editors in Australia.
- Develop and promote benchmark pay scales for Australian and New Zealand editors and promote their adoption by publishers, government, business and other clients.

3

### DELIVER INTEGRATED PROFESSIONAL DEVELOPMENT

- Develop and promote an integrated professional development framework to encompass a wide range of professional and business skills development.
- Coordinate and deliver an online professional development program.
- Enhance accreditation opportunities for members.
- Develop and implement an ongoing calendar of IPEd events.
- Review and expand the mentoring program to provide additional benefits for mentors and mentees.

4

### PROMOTE IPEd AS THE TRUSTED VOICE OF THE PROFESSION

- Increase awareness of IPEd and the profession among key stakeholders.
- Develop and deliver a program of activities to support editors in academic publishing.
- Participate in the development of Australian and New Zealand style manuals and other resources relevant to the editing profession.
- Collaborate with relevant associations and other organisations on matters of mutual importance.
- Further develop and promote awards to support broad recognition of the value and importance of editors.

**IPEd.**

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