

APPA VISION, MISSION AND PLAN

► VISION FOR THE PROFESSION

To see primary school principals esteemed, confident and thriving in their leadership of global standard education in every Australian primary school.

► MISSION FOR THE ASSOCIATION

To provide 'a national voice' for all primary school principals and through advocacy and support, advance the education and wellbeing of primary school leaders, students and communities.

► VALUES

Collegiality, Credibility, Integrity, Independence, Sustainability

► 2026 PLAN

Advocate for the Profession

- Promote the reputation and esteem the profession of primary principals
- Represent the profession and advocate for co-design of policy with governments and authorities
- Foster and undertake research to inform policy positions and advocacy
- Develop policy position statements including priorities, resourcing and equity
- Utilise a strong media strategy to showcase the importance of primary leadership and education
- Advocate for improvements in principal health and wellbeing, sustainable job demands, and job resources to match job demands

Grow and Develop the Profession

- Hold an annual APPA National Conference
- Facilitate events that link contemporary interest and drive change
- Facilitate professional learning for National Advisory Council members
- Highlight and communicate illustrations of global standard leadership and educational practice
- Recognise exemplary service to APPA and the profession

Influence Primary Education

- Influence the contemporary narrative of primary education
- Provide a primary perspective to national education bodies
- Promote the importance of the first 1000 days of a child's life to their development and wellbeing
- Advocate for every child, to have access to the appropriate support, curriculum, resourcing and assessments to learn and be well

Governance and Management

- Enhance Board effectiveness through training and assessment
- Ensure association financial viability and sustainability, and appropriate risk management
- Communicate APPA's work effectively with members and stakeholders
- Liaise and build partnerships with national and international affiliates