



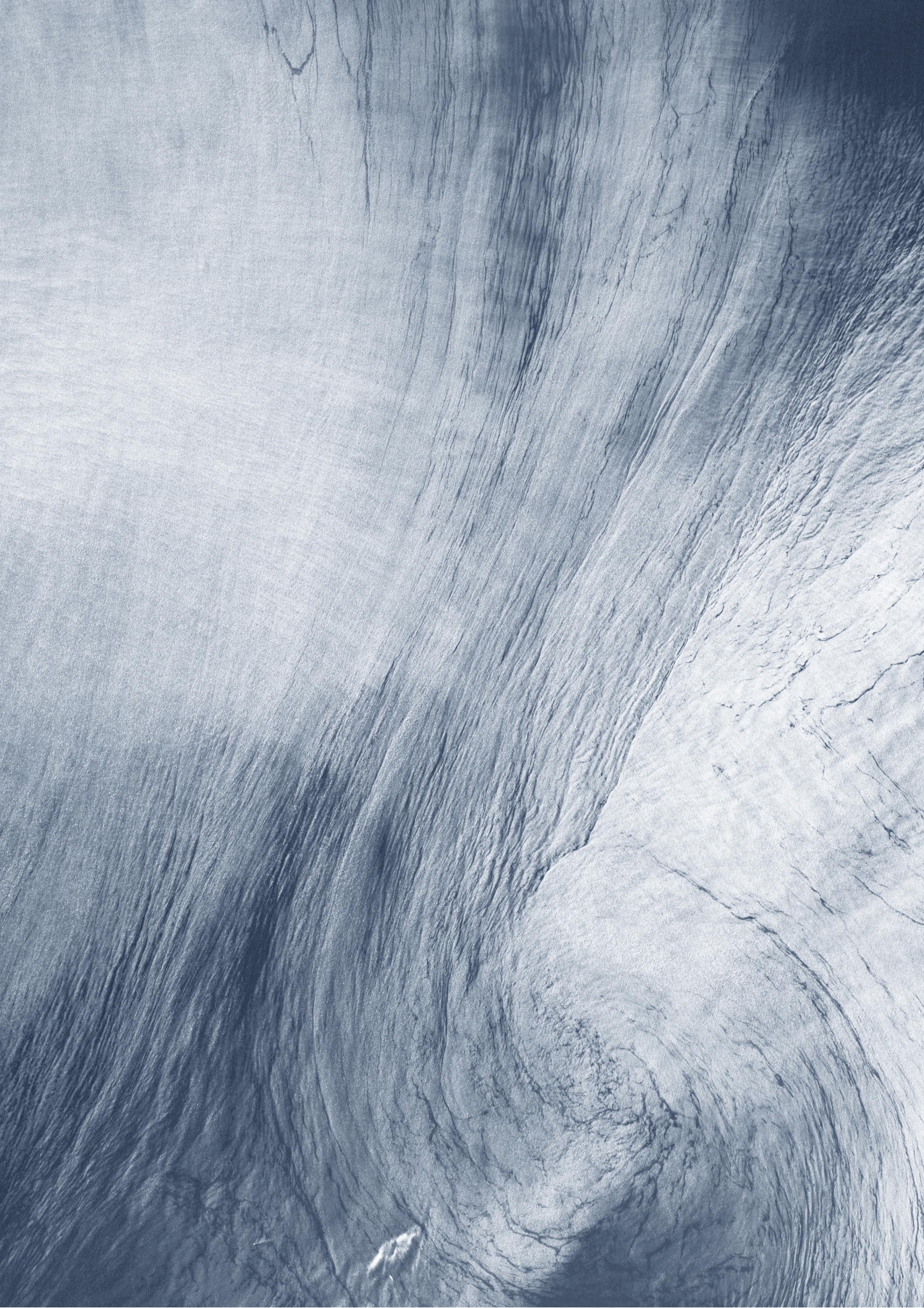
STRATEGIC PLAN

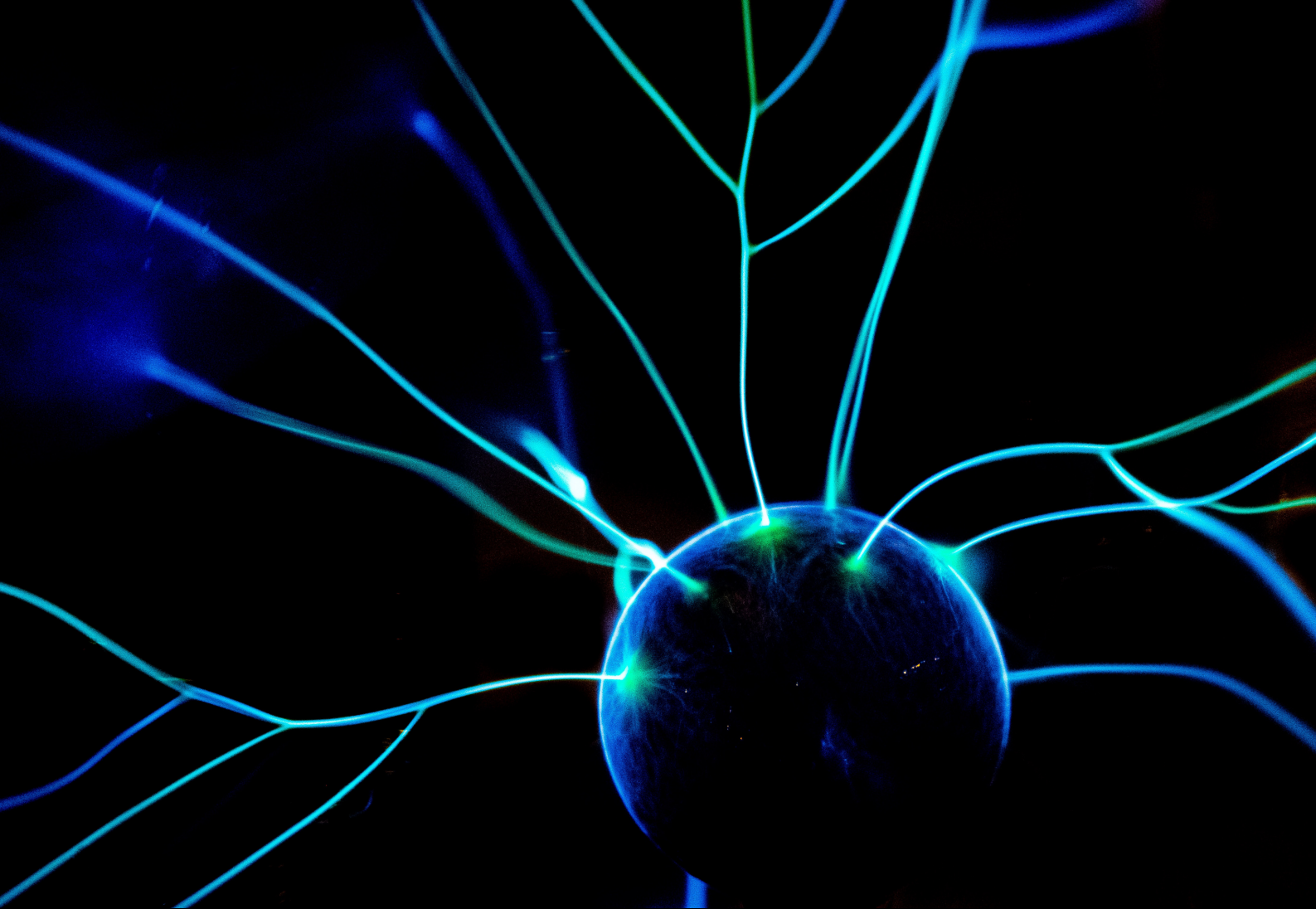
2022 - 2026

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SCIENCE TEACHERS
ASSOCIATION OF
NEW SOUTH WALES





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OUR PROFILE

The Science Teachers Association of NSW has been promoting excellence in science education since 1951. We are an association led by science educators who volunteer their time to foster an environment of supportive collegiality.

We are committed to advancing the profession of science education through quality professional development, community and advocacy.

As education systems and science pedagogy evolve, we aim to play a significant role in being both a voice for our teacher members and a change facilitator, supporting science teachers across NSW to smoothly adapt to change and to facilitate the long term endeavour of excellence in science teaching.



OUR VISION

To build a dynamic community of science educators who inspire future scientists and citizens.

OUR PURPOSE

To advance the teaching and learning of science across NSW through:

- Fostering professional networking and nurturing a community of science educators
- Being leaders of excellence in science education
- Using our cross-sectoral voice to advocate for science education.

OUR VALUES

AUTHENTIC LEADERSHIP - Serving and advocating for teachers

COMMITMENT - Committing to fellow science teachers educators and to science education

INCLUSIVITY - Collaborating inclusively

INTEGRITY - Knowing and doing what is right

LIFELONG LEARNING - Promoting and modelling lifelong learning

RESPONSIBILITY - Embracing opportunities to contribute, lead and learn





OUR GOALS

- 1.**To build a strong community of science educators and supporters (Community)
- 2.**To enable excellence in science pedagogy for effective student learning (Learning)
- 3.**To be a leading source of expertise on science education by teachers and the community (Leadership)
- 4.**To be recognised as a dynamic, inclusive and credible association (Recognition)
- 5.**To develop our organisational capacity for sustainable growth (Foundation)



GOAL ONE: COMMUNITY

*To build a **strong community** of science educators and supporters*

Strategy

- 1.1 Encourage membership by increasing and communicating the benefits of joining the Association.
- 1.2 Increase representation by encouraging membership of K-12 teachers across school locations, sectors, and career stages.
- 1.3 Increase member engagement and an inclusive sense of community
- 1.4 Provide a positive and inclusive environment for members who volunteer



GOAL ONE: COMMUNITY

*To build a **strong community** of science educators and supporters (Community)*

2026 Key Performance Measures

1.1

- Increasing membership by 50%

1.2

- Increase regional membership by 50%
- Increase pre-service membership by 50%
- Increasing primary teacher's membership by 100%
- Increase Catholic Sector representation by 20%
- Increase Independent sector representation by 20%

1.3

- 80% Member Satisfaction in our Annual Member Survey
- Develop our Reconciliation Action Plan by end of 2023

1.4

- 10% increase of people involved in our connected communities sphere
- 10% increase of people involved in our contributor community sphere

GOAL TWO: LEARNING

*To enable **excellence** in science pedagogy for effective student learning (Learning)*

Strategy

- 2.1 Deliver relevant and effective professional learning
- 2.2 Build professional networks that foster innovation and provide support
- 2.3 Support sound and evidenced-based pedagogy
- 2.4 Develop a member's resource hub of science teaching expertise
- 2.5 Targeted delivery of professional learning to regional and rural teachers



GOAL TWO: LEARNING

*To enable **excellence** in science pedagogy for effective student learning (Learning))*

2026 Key Performance Measures

2.1

- Achieve a Net Promoter Score of at least 50 for all our events
- 95% of our Attendees will report increased knowledge as a result of attending an STANSW Professional Development event
- 80% of our Attendees will report either application of learnt knowledge or skills or high confidence in applying the learnt knowledge or skill

2.2

- At least 80% of our members will report a high or very high perceived level of support in the annual survey
- We will support 50 participants in our Primary Teachers Network and Head Teacher Network four times a year

2.3

- We will attract 900 student submissions to the Young Scientist Awards with 10% from regional, rural or remote schools

2.4

- 10% increase in Downloads/Resource Access for members only 1 Journal per year

2.5

- 10% of presenters will be from regional, rural or remote areas of NSW by end of the period of the Strategic Plan
- 15% of attendees will be from regional, rural or remote areas of NSW by end of the period of the Strategic Plan





GOAL THREE: LEADERSHIP

*To be a leading **source of expertise** in science education by teachers and the community (Leadership)*

Strategy

3.1 Capture, generate, and distribute knowledge and innovations for the teaching and learning of science

3.2 Be experts in, and trusted advocates for, the needs of science teachers and science education in NSW

3.3 Build and strengthen stakeholder relationships and partnerships



GOAL THREE

*To be a leading **source of expertise** in science education by teachers and the community (Leadership)*

2026 Key Performance Measures

3.1 and 3.2

- Develop three new research partnerships
- Provide our membership community with access to relevant research on science and pedagogy

3.3

- Joint representation on ASTA and PTC working groups annually:
- 1 Industry Partnership to deliver specific projects annually
- Inclusion in the STEM Category in Premiers Reading Challenge by 2024



GOAL FOUR: RECOGNITION

*To be recognised as a **dynamic, inclusive** and **credible** association (Recognition)*

Strategy

4.1 Implement a strategic marketing & media plan

4.2 Communicate strategically with our members, supporters and scientific community

4.3 Expand our digital engagement with members and the broader teaching community

GOAL FOUR: RECOGNITION

*To be recognised as a **dynamic**, **inclusive** and **credible** association (Recognition)*

2026 Key Performance Measures

4.1

- 5 Representations in the media per year

4.2

- Email Marketing Engagement
 - 10% Increase on Open Rates
 - 10% Increase on click-through rates
 - Decreasing Bounce Rate
 - Stable unsubscribe rate
- Website Engagement
 - 10% Increase in visitor numbers
 - 10% Increase in conversions (either membership, event registration or resource utilisation)
 - 10% Increase in Traffic

4.3

- 10% increase each year on social media engagement measures per channel
- 10% increase of social media followers each year across all channels



GOAL FIVE: FOUNDATION

*To develop our organisational capacity for
sustainable growth (Foundation)*

Strategy

- 5.1 Ensure strong governance
- 5.2 Ensure effective compliance and quality control
- 5.3 Digitise our processes
- 5.4 Ensure appropriate staffing
- 5.5 Build financial security to support a growth agenda



GOAL FIVE: FOUNDATION

*To develop our organisational capacity for
sustainable growth (Foundation)*

2026 Key Performance Measures

5.1

- Continued alignment, collaboration, engagement with Council, volunteers and staff

5.2

- 5 Professional Learning Events accredited per year
- ACNC Registration is maintained annually

5.3

- Office 365 being used across all projects
- 10% annual increase in member logins

5.4

- Challenges identified through an annual culture survey rectified within the year

5.5

- Increase of at least 5% on annual turnover to offer more services
- Non-membership income comprises an increased proportion of total income.
- Maintain existing grant and sponsorship partners.
- Secure at least 1 new grant to deliver strategic initiatives



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