

<p>In an era of dynamic change with challenges and opportunities we must:</p>	<p>Adapt to the changing media industry</p> <p>Uphold public expectations for high standards of practice</p> <p>Steadily expand membership across all forms of mastheads, print and electronic</p> <p>Adapt to changes in the regulatory landscape Enhance skills and expand services</p>		
<p>Our Purpose is:</p>	<p>To promote freedom of speech and responsible journalism</p>		
<p>Our Key Organisational Enablers are:</p>	<ul style="list-style-type: none"> • Manage relationships well with members and external stakeholders (non member media organisations, journalism academics and students, regulators, governments etc) • Support and grow the membership base • Develop skills and capabilities to thrive in the new and changing media environment • Refine the APC's governance structures to improve strategic governance, efficiency and oversight • Ensure the APC's ongoing financial sustainability 		
<p>Our Main Strategic Objectives are to:</p>	<p>Ensure effective complaints handling</p>	<p>Develop and refine standards, guidelines and industry education</p>	<p>Advocate for press freedom, free speech and responsible journalism</p>
<p>Which we will achieve by:</p>	<p>Operating efficiently and effectively with strong quality assurance processes</p>	<p>Monitoring, revising or developing new standards as required</p>	<p>Establishing a strong, independent and authoritative voice on matters of press freedom, free speech and related policy concerns</p>
	<p>Adapting our processes to higher volumes and new types of complaints</p>	<p>Analysing and reporting complaints data to identify areas in need of standards projects, education and training initiatives, or both</p>	<p>Ensuring that we fulfil our role successfully so there is no argument for the imposition of government regulation of the free press</p>
	<p>Taking steps to ensure consistency of handling and outcomes</p>	<p>Adapting to changing patterns of production and dissemination of journalistic content</p>	<p>Engaging with relevant stakeholders, regulators and governments here and overseas</p>