Our Core Purpose
Through its leadership, ACPET enhances and promotes the role of private tertiary education in order to achieve the highest quality educational outcomes for individuals for the benefit of themselves, their employers and the public interest.

ACPET will:
- Be a primary influencer of decision makers respected for its strategic thought leadership;
- Present an educational brand that is recognised as the benchmark for educational and ethical standards;
- Build the capacity of members through the delivery of relevant, cost effective services and the provision of timely information;
- Be a sustainable organisation that will deliver for members into the future.

2013-2015 Strategic Issues
- Relevance to members and stakeholders
- Leadership and competitive positioning of ACPET and its members
- Growth to ensure a sustainable future for ACPET
- People and Culture
- Ensuring ACPET is fit for purpose

2013-2015 Strategic Objectives
- Effective and valued services to members
  - Ongoing development and review of products and services to ensure value to members
  - Mutually beneficial partnerships with leading industry bodies and stakeholders
  - Professional learning programs that keep members up to date with the changing sector
- Influencing nationally and regionally
  - A widely recognised ACPET brand, known as the ‘quality stamp’ in the industry
  - Effective, visionary and well publicised thought leadership initiatives that have a positive impact on the sector
- Domestic and regional positioning of members to support their individual marketing activities
  - Attracting quality new members
  - High levels of member retention
  - Strategic risk management activities
- Strong leadership that is innovative, proactive and responsive
  - Best practice in recruitment, development and retention
  - Rigorous succession planning
  - Key people recognised as experts in their fields
- Maintaining a sound financial position
  - Improved knowledge management
  - Infrastructure and processes responsive to member needs

Our Values
- Respect
- Integrity
- Commitment
- Honesty