



Educate  
Develop  
Connect

Connect with us: [in](#) [twitter](#)

# ALUCA

## STRATEGIC PLAN 2020

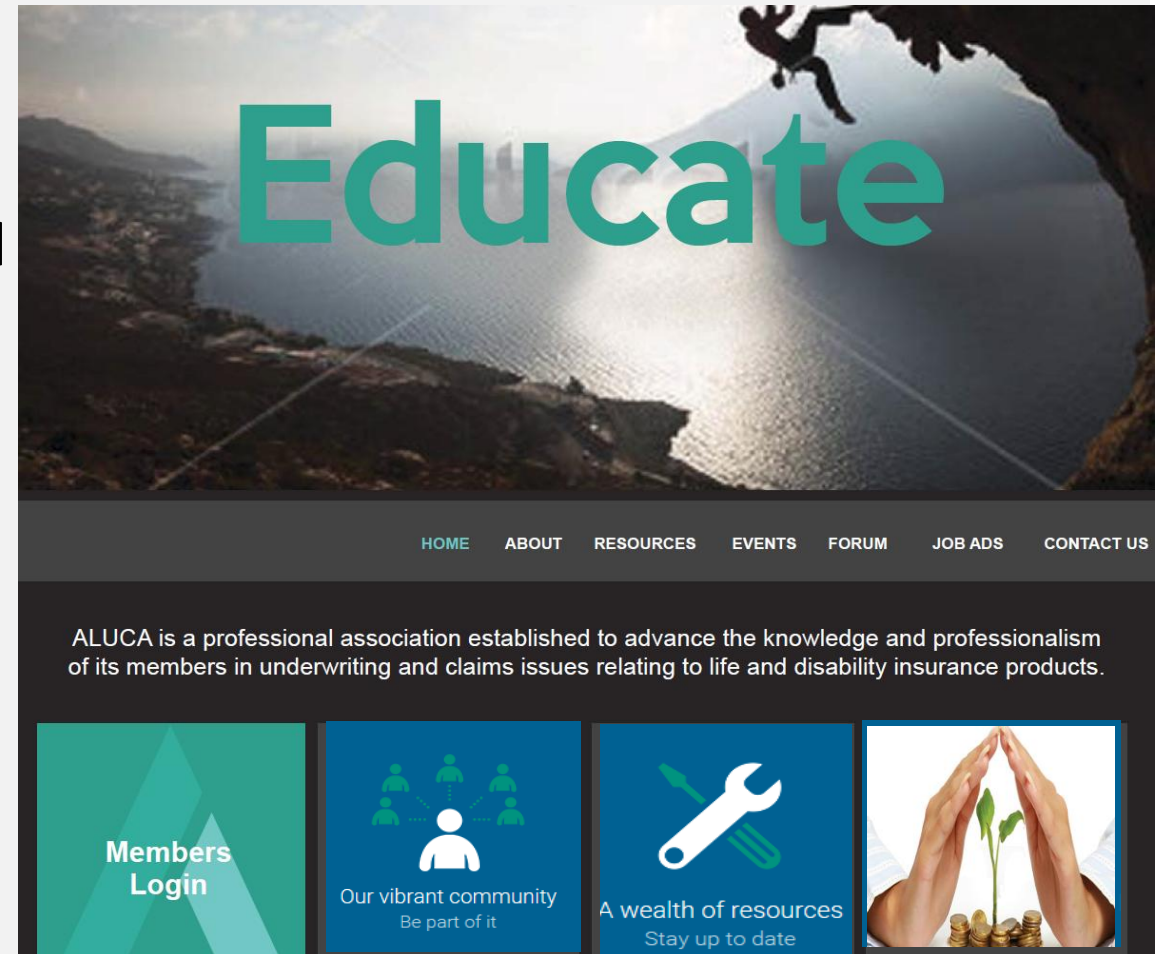
Educate, develop, connect

## The 2020 Journey



To future proof life insurance professionals and the businesses and communities we serve. We're continuing to transform ALUCA by creating on going value for our members, sponsors, businesses, society and the industry we operate in.

Our transformation journey is an integral part of how we'll achieve our 2020 vision and how our members help people, communities and businesses every day.



## OUR VISION

**To be a sustainable and thriving association highly valued and recognised for our valuable contribution to the life insurance professions.**



## OUR MISSION

**To develop and advance the life insurance profession for Australasia by providing professional development programs, representation, standards, member services and thought leadership.**





Educate  
Develop  
Connect

## OUR VALUES

- **Members and partners first** – our members and partners come first
- **Professional excellence:** we are focussed on delivering quality services and value.
- **Integrity:** we strive to act with transparency and honesty
- **Responsibility:** we report on our performance to members and sponsors



# 2020 Strategy



## 5 Key Strategic Pillars



- Promote the value and benefits of using accredited and qualified Life insurance professionals
- Market good news stories about industry and profession
- More influence & better known - represent members interests to external stakeholders eg FSC
- Raise awareness of Life professionals work and value add to business and communities

Representation

Member Engagement

Sustainability

Professional development

Sponsor value

- Develop an industry framework to develop and promote the skills + capabilities required by an U/writer & Claims professional of the future.
- Design & commence implementation of CPD program aligned to member & industry/regulatory need – and promote high professional standards to continuously enhances core skills of members.

- To encourage the participation of members in the activities of ALUCA
- Increase relevance of ALUCA to members by understanding their needs and interests and develop a power member value proposition.  
Provide a website with rich content and tools and develop more tailored communications

- Ensure organisational **sustainability** and governance structure of ALUCA that makes the most effective use of time and funds contributed by members, sponsors and partners.

- Build stronger relationships with sponsors and be a partner of choice
- Deliver tangible benefits to sponsors and provide regular updates on performance and tracking
- Understand sponsor and partner needs to ensure sponsorship packages are better tailored

## About Aluca

**Founded in 1986 ALUCA is a professional association established to advance the knowledge and professionalism of its members in underwriting and claims issues relating to life and disability insurance products.**

ALUCA membership is open to those who have an active interest in underwriting and/or claims. Financial members are eligible to vote on ALUCA issues. Further details on how to join ALUCA may be obtained on the Membership pages.

[www.aluca.com](http://www.aluca.com)



### The benefits of ALUCA membership

- Helping life insurance executives and providers develop a well-informed, high level view of issues pertinent to the industry and professions operating within it.
- Keeping up to date with what's happening in the life insurance industry
- Providing a strong, high-level network with opportunities to connect with 1,500 members and supporters around Australia, NZ, and Asia
- Enabling members to hear and learn from their peers and key thought leaders about how they are approaching the many issues they face in the underwriting, claims and life insurance industry.
- Attendance at seminars & conference at member prices and a free member event.
- Advice on education programs specific to life insurance
- Accredited membership grades that recognises specific qualifications and industry knowledge.
- Access to the Members only area of the website, which includes downloadable copies of conference and seminar papers – and a quarterly journal - RiskEBusiness
- Job advertising service
- Access to life insurance scholarships and prizes with opportunities to present papers to your peers