FIRE INDUSTRY ALLIANCE

STRATEGIC VISION 2050
STRATEGIC PLAN 2026–2029

# WHERE WE'RE HEADED

## 2050

### A nationally licensed Industry.

An Industry that is nationally licensed, occupationally and for contractors. Recognising fire protection's specialisation and protecting its integrity. The Fire Industry Alliance will be the Industry's leading voice to government and the foremost supporter of our workforce's development.

## 2029

### Uniting the Industry.

The FIA will be known as the organisation that unites the Industry through advocacy, training and Member support, and by doing that we will be on track to achieve a nationally licensed workforce by 2050.

OUR PURPOSE

### Safer communities through better fire protection.

We create safer communities by supporting and equipping Members of the Fire Protection Industry to deliver the highest quality work. Through advocacy, technical advice, education, training, licensing and industrial relations support, we're building an Industry that takes fire protection seriously — so our communities feel secure in the places they live, work and spend their time.

Safer Communities | Quality Work | Serious Standards | Secure Places

OUR MISSION

### Connect. Lead. Advocate. Build. Advance. Support.

To **connect** and **lead** the fire protection Industry by **advocating** for national licensing, **building** a skilled, qualified and future-ready workforce, **advancing** technical excellence and **supporting** our Members to deliver life-safety-critical fire protection — the invisible guardian of our communities.

THREE PILLARS CARRY THE PLAN

01

### ADVOCACY

The leading voice for the fire protection Industry.

- Licensing
- Policy
- Technical

FOR MEMBERS

**Your voice at every table where the rules for your trade are made.**

02

### MEMBERS

Backing businesses that build safer communities.

- Support
- Skills
- Growth

FOR MEMBERS

**Support when you need it, and skilled people to grow your business.**

03

### COMMUNITY

Connecting the Industry. Recognising the best.

- Alliances
- Networking
- Recognition

FOR MEMBERS

**More ways to connect, learn and be recognised for doing it right.**

OUR VALUES

**Lead**
Leading the Industry forward.

**Integrity**
Doing it right, every time.

**Excellence**
The standard others measure against.

**Member First**
Backing the people who build safety.

**We Fight Fire by Aiming Higher.**

firealliance.com.au