



IKON Institute of Australia

Strategic Plan 2014-18 Overview

Courses offered by the IKON Institute of Australia ('IKON') are tailored to individuals committed to their own potential and growth and who also have a strong interest in working with people in a supportive, creative and inclusive therapeutic manner. Students come from all walks of life but have in common a desire to make a positive difference in the lives of others through their work.

IKON is concerned with, and seeks to encompass the latest evidence-based research in fields ranging from Creative Therapies, Transpersonal Psychotherapy, Neuroscience, Psychology, Medicine, Arts, and Social Science. Drawing also from the areas of Philosophy, Anthropology, Cross cultural studies and areas of Religion and Spirituality.

At IKON our philosophy is encapsulated by the motto "People transforming themselves in order to transform the world". We believe that training is leveraged social change agent. By educating and helping our students grow, they in-turn, each help thousands of people heal, grow and transform their lives.

IKON aims include:

- increasing the depth and breadth of our delivery to include Higher Education, VET, and Non-Accredited courses throughout Australia
- increasingly provide private enterprise learning and development consultancy throughout Australia
- collaboratively advance knowledge and conduct research in the fields of human services and consciousness

Vision

To be Australia's leading provider of therapeutic and human services training.

Through being Australia's leading provider of therapeutic and human services training, IKON is creating social change, building strong communities and facilitating individual healing and growth throughout Australia.

Mission

IKON is an institution dedicated to advancing knowledge and understanding in humanistic studies through vocational and higher education, leadership and practice. IKON's educational philosophy is a grounded, functional and evidence-based humanism based on free intellectual enquiry.

IKON Institute aims to produce graduates who are enabled to continually develop their own potential, and whose skills, knowledge and therapeutic client-centred practice contribute to the creation of an international community of people and practitioners committed to social change, community building and individual healing.

In order to fulfill its Vision and Mission, IKON will provide unique qualifications in the human services fields of: Art Therapy, Counselling, Transpersonal Psychotherapy, Youth Work, Mental Health, Disability and Professional Development.

Goals

IKON's goals to 2018 are to:

- Increase the scope and breadth of its educational delivery to encompass higher education as well as vocational qualifications in humanistic studies
- Increase the geographical spread of its delivery throughout Australia, using blended delivery approaches, where appropriate
- Collaborate formally with practitioners and research institutions in the development and advancement of knowledge in psyche/body/spirit science
- Become a preferred provider of private enterprise consultancy services in humanistic services
- Increase the scale and cost-effectiveness of the operation to be Australia's leading provider of graduates in humanistic services

Corporate Values

- IKON is fundamentally focused on **humanity**: Our goal is to promote the humanity in our students and their clients. This is achieved through individual transformation catalyzed by learning
- Our **students** will always be people we **care** about first and foremost
- We aim to be the **leader in** therapeutic and human services **studies** in Australia with strong relationships/**partnerships** with industry, training organisations, universities, research organizations, government, professional associations and service providers
- IKON purports that education/training is one of the greatest social change agents available
- Our employees have a **commitment to the growth** of themselves and others

Strategic Priorities

IKON has identified five (5) key strategic priority areas in order to meet its vision and mission. Within each priority, key performance indicators have been identified. These KPI's have been prioritised and had measures, targets, HR and time-lines mapped in the attached table.

Objectives, rationale, strategies and risks are identified below to indicate how the priorities will be achieved. Strategic priorities will be reviewed annually and updated in response to the changes in the internal and external environment.

1. Position IKON as a leader in Transpersonal and Psyche/Body/Spirit Science education, training and research in Australia
2. Ensure the long-term viability and security of IKON
3. Increase the public profile of IKON, including an improved presence and visibility in the private sector
4. Improve student and client outcomes
5. Develop IKON operations and resources to efficiently manage its diverse activities