



## Our Values

Together we stand for

Architecture that serves our communities

Professionalism, integrity and best practices

Sustainability and environmental stewardship

Inclusive mentorship of emerging and aspiring architects

## Our Vision

We aspire to help our members **shape the future** by encouraging the design of **responsive buildings** and **liveable cities** that **enrich lives** and **sustain the environment**

## Our Mission

We are committed to

### Inspire

Promote the value of architecture to society with meaningful exchanges and programs that engage our professional and community stakeholders

### Advocate

Uphold the highest quality of design, education and professional practice among AIA members, their clients and society

### Educate

Advance essential knowledge and expertise that leads to positive impacts in architecture and the built environment

### Serve

Advance the professional interests of AIA members in Hong Kong, Southern China and the Asia Pacific region

## Our Strategic Themes for 2021 - 2025

We have a strong core of members, an excellent continuing education program, a respected Honors & Awards program that is well received by members and the architectural community, and close professional networks with industry associations and educational institutions.

Looking forward, we face daunting environmental challenges and a world deeply divided by broken politics, social injustices and economic imbalances. To meet these challenges and achieve our vision we must increase member engagement to deliver greater value for our community and increase our capacity to undertake the new initiatives identified in our member surveys.

Our committees will develop programs that address four strategic themes:

### Serve our Core

Identify and engage in initiatives that address the professional and social needs of our architect members

### Promote our Members

Seek opportunities to promote the professional and charitable accomplishments of our members

### Grow our Membership

Drive member engagement to attract more architect members and corporate affiliates, and build our capacity to undertake more initiatives in service to the community

### Engage our Community

Expand relationships with professional and community-based organizations to increase networking opportunities and public outreach