



2024 - 2027 STRATEGY

VISION

We are highly regarded as a champion of the family business sector, supporting family businesses to thrive and maximise a positive economic and community impact.

MISSION

To support families in business to grow and thrive.

VALUES

One Family | Supporting Members to Thrive | Be Authentic | A Learning Mindset

KEY STRATEGIC AREAS OF FOCUS

EXTERNAL

INTERNAL



Membership

Grow the FBA community.

Add more value to members through high quality services and programs, building on member resources, and integrating new technologies.



Brand and Advocacy

Build greater awareness of FBA and the family business sector.

Increase advocacy activities through connections with government, media, and key associations.



Business Sustainability

Grow in-house and FBA-owned programs and resources tailored specifically to family business.

Focus on long-term financial sustainability for continued reinvestment in member programs and services.



People

Instill a values-driven culture with a high performing team - everything we do is to achieve our vision and mission, and aligned to our values.