STRATEGY 2021-2026
Navigating Shared Futures

ASIA TODAY
- 40% of the world's GDP
- 59% of the world's population
- 7 out of 10 top two-way trading partners

EPICENTRE
- Of the geostrategic competition

FASTEST
- Post-pandemic recovery

“...greater economic engagement with Asia has not dissipated with the pandemic and geopolitical tensions surrounding China’s rise. In fact, both economic and geostrategic forces are pushing Australia even closer to our Asian neighbours...”


VISION
- We strive to be Australia’s leading global think-tank dedicated to Asia, focusing on the interplay between business and policy

MISSION
- Prepare Australians for deeper and sustainable engagement with a more complex Asia

VALUES
- Excellence
- Independence
- Diversity
- Respect

GOALS
- Leading voice on Asia National institution and digital-first organisation
- Contributor to solving national challenges
- Home to world-class expertise

VALUE PROPOSITION
- Inform and inspire
- Connect and contribute
- Empower

ENABLERS
- Community of members, supporters, and partners
- Global network of 16 centres across four continents
- High-performing, agile and digital-first organisation

ACROSS FOUR CONTINENTS

ASIASOCIETY.ORG/AUSTRALIA

LIVING WITH CHINA
- Contribute to shaping the next chapter of Australia’s engagement with China

COMPLEX ASIA
- Build a deeper understanding of geopolitical, economic and strategic forces shaping Australia’s future in Asia

TRADE SMARTER
- Inform Australia’s trade and investment expansion and innovation in the region

GENERATION ASIA
- Empower the next generation of Asia-engaged leaders for the post-pandemic era

STRATEGIC PRIORITIES

01

02

03

04