



# ASIAL 2026 FUTURE FORWARD FOR THE SECURITY INDUSTRY

OUR THREE YEAR PLAN FOR YOUR ASSOCIATION

2026  
2025  
2024



## Who we are

Established in 1969, the Australian Security Industry Association Ltd (ASIAL) is the peak national body for security professionals in Australia.

Our members account for approximately 85% of the security industry, ranging from small, medium through to large corporate entities, individual security professionals and major users of security services.

Membership of ASIAL is a 'mark of distinction' – a symbol of quality and professionalism.



## Why we do it

- The security industry plays a vital role as part of Australia's national security mix.
- With annual revenues of \$11 billion and a workforce of over 200,000 (larger than police and defence forces combined), the security industry is a significant contributor to the Australian economy.
- A strong and professional security industry is in Australia's national interest.

## Our focus

To champion growth and development of a stronger, more skilled and professional industry with the capability to deliver improved security outcomes.

To deliver member value through being an innovative, forward looking association.

To play a key role in driving Australian Standards, developing codes of conduct and raising the level of professionalism within the industry.

To be the voice of the industry in advocating for demonstrable and enduring change by influencing government policies on security-related policies and standards.

## HOW WE'LL GET THERE



ASIAL 2026 forms the foundation of our strategic focus over the next three years. It provides a blueprint for developing enhanced member offerings and providing greater advocacy for the industry.

## VISION

A safe and secure  
Australia

## MISSION STATEMENT

To be the leading security association where membership is a mark of distinction, valued by our members, the public and government.

## VALUES

ASIAL's five core values provide a framework for how we behave and relate to each other.

We act with  
**INTEGRITY** at  
all times

We are  
**RESPECTFUL**

We are  
**CUSTOMER**  
focused

We are  
**PASSIONATE**  
about what we do

We are committed  
to **QUALITY**  
outcomes

## ASIAL 2026 STRATEGIC SUCCESS PILLARS



### ENRICH MEMBER EXPERIENCE

To deliver service excellence and tailor value-added benefits to exceed member expectations.



### LEVERAGE MARKET POSITIONING

To consolidate ASIAL's position as the trusted resource for industry information, best practices, trends, education and professional development.



### ENHANCE ADVOCACY

To drive and influence government on security-related policies and standards.



### STRENGTHEN ORGANISATIONAL RESILIENCE

To forge a resilient and sustainable organisation capable of meeting the future needs of members.

## ASIAL 2026 STRATEGIC PRIORITIES

To be the security industry association of choice – the home of professionalism and best practice.

To be an advocate for the industry through consumer awareness campaigns and media engagement.

To champion the introduction of nationally consistent security licensing standards through promotion of the National Private Security Act.

To provide responsible and sustainable management practices to deliver effective systems, policies, procedures and budgets.

To develop more creative ways of communicating information with members to encourage increased engagement.

To grow and deepen awareness of the ASIAL value proposition.

To advocate for improvement in security legislation and policy.

To manage the Association's assets (including Security Industry House) to optimise investment returns.

To deliver high quality, enhanced benefits and services to members.

To promote career pathways in the industry to attract and retain talent.

To strengthen collaborative partnerships with government and like-minded industry groups.

To ensure the Association's digital transformation strategy delivers improved member services in a secure environment.

To identify and nurture the next generation of industry leaders.

Leverage technology to deliver tailored member content and communications.

Develop strategies to promote greater diversity, equity and inclusion in our industry.

To be an advocate for governance excellence.

## STRATEGIC OUTCOMES

Enhanced member  
services

Enhanced industry  
profile

Enhanced advocacy

Enhanced organisational  
resilience

## 2026 – WHERE WE WANT TO BE



A member-focused organisation that offers exceptional value through innovative new services.



To be a catalyst for success within the security industry through the provision of thought leadership, information, insight and influence.



To continue to be the trusted 'go to' organisation for government for advice on security related matters.



To consolidate our position as the authoritative source of reference for the security industry.



To successfully champion nationally consistent standards for the security industry.



To be an industry that promotes equity, diversity and inclusion in our industry.



To proactively attract strategic partnerships for the betterment of the members and the security industry.