

UDIA IN 2026

LEADING VICTORIA'S DEVELOPMENT INDUSTRY



VISION

To be the leading industry association for a thriving urban development industry

PURPOSE

To represent, educate, connect, and inform our members and the urban development industry

VALUES

STRONG LEADERSHIP

Be a vocal leader in policy and public discourse, representing our members and the industry

COLLABORATION

Work with all stakeholders and members to improve and advance the industry

INNOVATION

Drive positive change, recognise excellence and deliver impactful benefits to members and the industry

INTEGRITY

Stakeholders and members work with us because we are trustworthy

GOALS

Deliver powerful and relevant advocacy to reposition Victoria as a premier property destination

Grow and evolve our membership to reflect changes and innovation in the development industry

Be a high achieving team-focussed organisation

Strengthen the industry's credibility

FOCUS

CORPORATE STRATEGIES

POWERFUL ADVOCACY



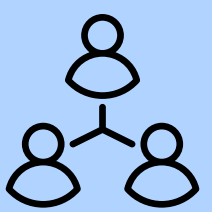
Drive reform and lead innovation at every level of government

Advocacy backed up by solutions-based evidence

Proactively shaping policy development and providing quality policy submissions

Improving perception of industry through demonstrating excellence

ENGAGED MEMBERS



Deliver topical and impactful event and education programs

Communicating our value proposition across sectors

Providing platforms and opportunities for professional and personal growth

Maximise member retention and drive new membership

SUCCESSFUL TEAM



Be a place where people want to work and a team people want to work with

Maintain culture of collaboration between team

Continue to motivate staff and grow capabilities

Focus on people development and support diversity

STRENGTHENED CREDIBILITY



Increase awareness of who we are and what we do

Constructive working relationships with government and other stakeholders

Facilitate open and active communication across the membership

Represent the breadth and diversity of industry and its contribution to the state