

# AUSTRALIAN ASTRONOMICAL OPTICS

## STRATEGIC PLAN 2025–2034 BRIDGING ERAS

**Australian Astronomical Optics is ambitiously bridging eras to shape a future of global leadership in scientific instrumentation and research, driving impact and inspiring the next generation through strategic collaboration and innovation.**

### VISION

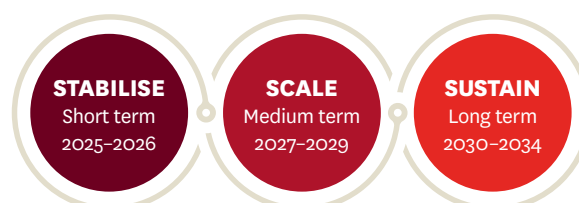
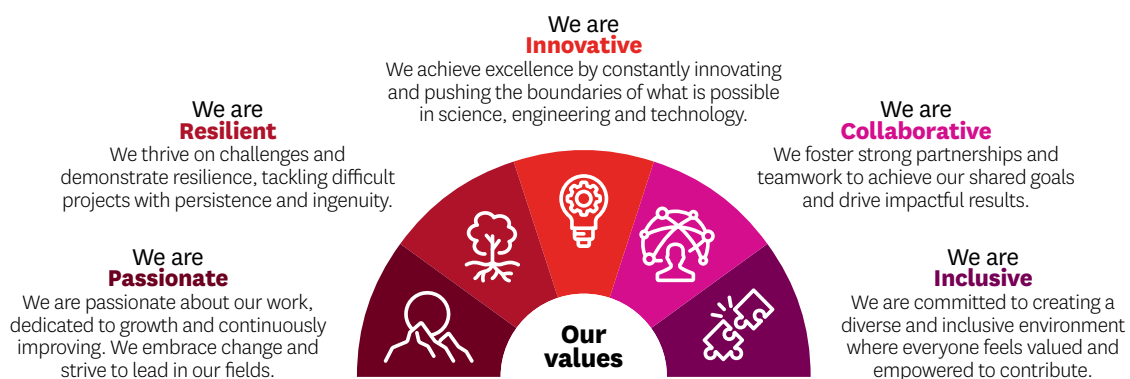
We are a global leader in astronomy and its applied technologies, renowned for groundbreaking advancements that empower astronomers and researchers to unravel the universe's greatest mysteries.

### MISSION

Our mission is to advance science and engineering through excellence in technical instrumentation, software, data and research.

### PURPOSE

Our purpose is to drive scientific discovery and technological innovation, empowered by our diverse team, to make significant contributions to global scientific and engineering communities.



## STRATEGIC FOCUS AREAS

### 1 OUR PROJECTS

SUSTAINABLE AND IMPACTFUL WORK

#### KEY PROGRAMS AND INITIATIVES

- 1A. Drive strategic growth through a transparent financial model
- 1B. Enhance project delivery
- 1C. Empower project teams for high-quality, timely decisions
- 1D. Prioritise client satisfaction

### 2 OUR PARTNERS

COLLABORATIVE SKILLS AND TECHNOLOGIES

- 2A. Build a resilient workforce with transferable skills
- 2B. Create policies for resource sharing
- 2C. Develop a comprehensive technology roadmap
- 2D. Increase visibility and recognition of our strengths and achievements through enhanced outreach efforts
- 2E. Leverage transferable skills and technologies to support the ambitions of Macquarie University communities

### 3 OUR RESEARCH

LEADERSHIP IN INNOVATION AND R&D

- 3A. Build innovation skills through interdisciplinary training programs
- 3B. Create a sustainable innovation ecosystem
- 3C. Enhance leadership in high-impact research areas through strategic partnerships
- 3D. Improve R&D and innovation policies
- 3E. Promote impactful R&D through knowledge sharing and strategic alignment
- 3F. Secure dedicated R&D resources

### 4 OUR FUTURE

INSPIRING THE NEXT GENERATION

#### KEY PROGRAMS AND INITIATIVES

- 4A. Increase student engagement, involvement and recognition across all aspects of our work
- 4B. Lead a visionary moonshot program
- 4C. Provide pathways for our people to grow their teaching and research competencies at Macquarie University
- 4D. Redefine the role of a Research Professional at Macquarie University
- 4E. Support the next generation by fostering a culture of engagement and curiosity

### 5 OUR PEOPLE

INCLUSIVE EXCELLENCE

- 5A. Align and cascade section, group and individual planning and goal setting to strategic plan objectives
- 5B. Attract and retain the best talent
- 5C. Build internal strategic capabilities
- 5D. Enhance hiring practices to attract diverse candidates
- 5E. Invest in our people, supporting their ambitions to grow and succeed during their time with us
- 5F. Provide a work environment free from harassment and discrimination
- 5G. Strengthen governance, management and leadership
- 5H. Support work-life balance

### 6 OUR IDENTITY

DISTINCTIVE BRAND IDENTITY

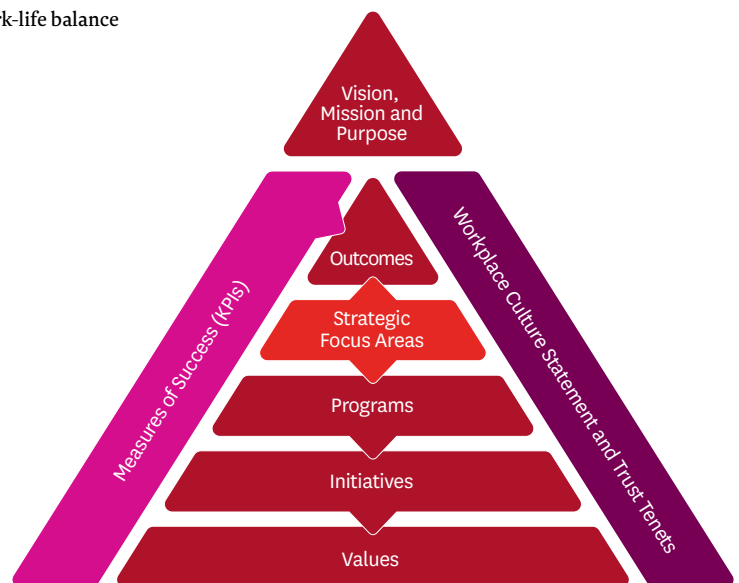
- 6A. Advocate for astronomy, space science and R&D in public policy
- 6B. Allocate resources for brand-building activities
- 6C. Celebrate our achievements frequently and publicly
- 6D. Enhance our brand identity
- 6E. Release an annual impact statement to key stakeholders

**“The true strength of AAO lies in its people – dedicated professionals whose expertise and passion drive innovation.”**

**Professor Samuel Muller**

EXECUTIVE DEAN

FACULTY OF SCIENCE AND ENGINEERING



STRATEGIC FRAMEWORK