



www.IPA-International.org



IPA STRATEGY

2023 / 2027



Written By
The IPA International
Executive Board



International Executive Board



- **Martin Hoffmann**

International President



- **Michael Walsh**

Vice President & Treasurer Finances



- **Jože Senica**

Secretary General



- **Oliver Hoffmann**

Chair International Relations Commission



- **Diego Trolese**

Chair Professional Commission



- **Christos Parginos**

Chair Socio-Cultural Commission



- **Jean Pierre Allet**

Treasurer Social Affairs



- **Clive Wood**

Head of Administration

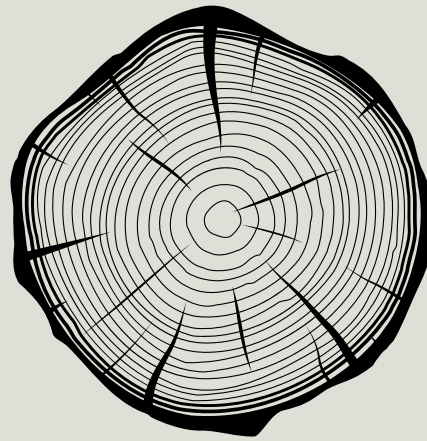




IEB Strategy Meeting, Nottingham, December 2023

CONTENTS

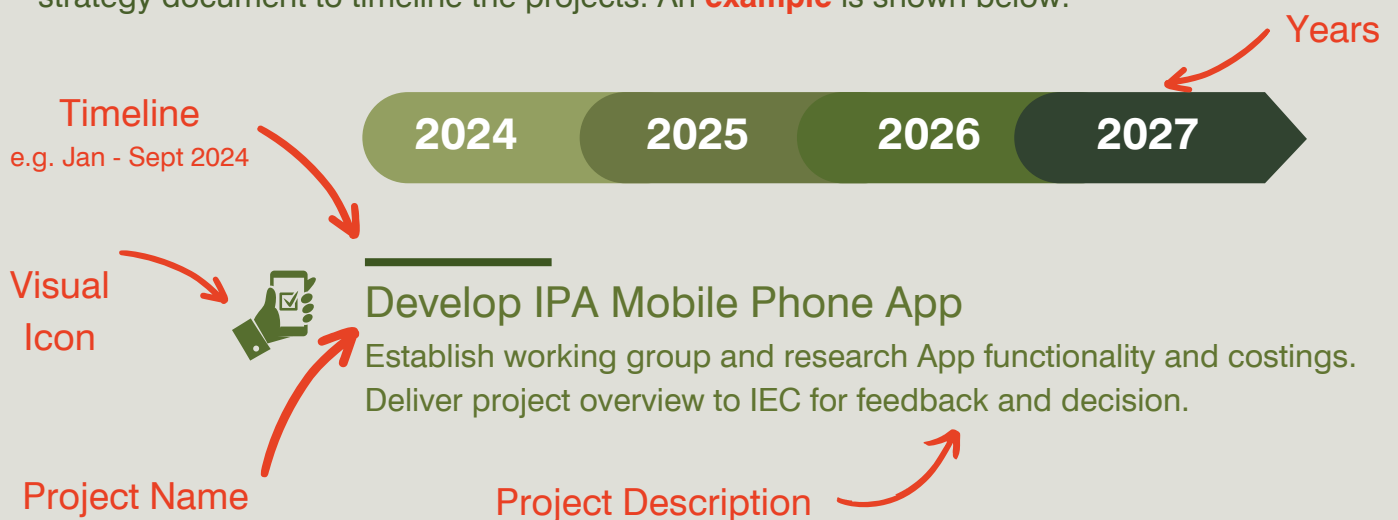
1. IEB
2. Table of Contents & Gantt Chart Explanation
3. Introduction
5. Foreword & Growth
6. Strategy Tree
7. International Relations Commission
9. Socio-Cultural Commission
11. Professional Commission
13. Development
14. Marketing & Promotion
15. Sustainability
16. Conclusion



IPA - Growing towards 75 years and beyond...

GANTT CHART

Gantt charts are a graphical representation of activity against time and will be used in this strategy document to timeline the projects. An **example** is shown below.



Introduction

This strategy was devised following a two-day intensive meeting of the International Executive Board (IEB) in Nottingham UK, where an in-depth analysis of the IPA was conducted. With the assistance of a strategic advisor, several international best practice strategic models were followed delving into the heart and soul of the IPA, resulting in a focus on growth, inclusivity, professional development, and international collaboration.

Our primary goal is to significantly **grow** our association. This includes not only increasing our membership across the existing 68 IPA sections but also extending our reach by welcoming new countries and more diversity into the IPA family. We are committed to representing a wide range of voices and experiences, developing targeted strategies to attract new members, and ensuring we retain and engage our current members.

Under our new initiative, we are excited to announce the appointment of a **Diversity, Equality and Inclusion Advisor** for the first time. This role is vital in our commitment to strengthen an environment where every member feels valued and included. We will implement policies and initiatives that celebrate diversity, ensuring the IPA truly reflects the varied backgrounds and perspectives of our members.

We recognise the importance of continuous learning and aim to enhance our professional development **training**. This includes expanding our seminar offerings beyond Gimborn yet preserving Gimborn as our one centre of educational excellence. Exchanges remain highly beneficial to our members, so we continue to support these opportunities. We also plan to **collaborate** with police human resource departments to develop mutual benefits from our efforts, including official recognition of IPA education.

Sustainability is a crucial part of our strategy. We are committed to integrating sustainable practices into all our activities, aligning our operations with global efforts to protect the environment. This will involve evaluating and adjusting our practices to reduce our ecological footprint, promoting environmental awareness, and contributing positively to the communities we serve. This will be accomplished in line with our focus on our **Corporate Social Responsibility** (CSR), with projects such as tree planting, environmental education, sustainably acquired gifts, green IPA and much more.

strategy

Our strategy emphasises enhancing cooperation with **international organisations** to bolster our global presence. Key initiatives include strengthening our presence at United Nations locations, seeking re-admission to the Council of Europe, and establishing working relationships with Interpol and Europol. These efforts aim to increase our influence in global law enforcement discussions and provide our members with unique opportunities for international projects and collaborations.

Embracing **technology** is also a key aspect of our strategy. We will invest in modern tools and platforms to enhance connectivity among our members and improve our operational efficiency. This includes developing digital resources for training, communication, and information sharing, ensuring that our members have easy access to the latest information.

Marketing is a key element in achieving our goal, and we plan to build a global marketing team to assist in the promotion of our brand value. It's said that if you give a man a fish you feed him for a day but teach him to fish and you feed him for life. We plan to build a team of enthusiastic members and provide training and mentoring in marketing, social media, photography, and production skills.

From a **financial** perspective we find ourselves in a strong position, so we intend to invest in the future of the IPA to inject growth across all areas of our association and beyond. The IPA needs to be visible; we need to be seen and heard across all touchpoints. Such a far-reaching ambition is going to cost more money but aims to grow membership thus offsetting the costs. This strategy is more than a roadmap for the next four years; it is a pledge to our members and the communities we serve. We are committed to evolving, adapting, and growing as an organisation, ensuring the IPA remains at the forefront of international law enforcement.



FOREWORD

As the International President of the IPA it gives me great pleasure to present to you our new strategy for the next four year term. I must begin by thanking my great IEB and IAC team who were the driving force behind the formulation of this roadmap for our future.

Our vision is to **inspire the IPA world by building sustainable friendships**, so we look forward to working with you over the next four years in making this vision a reality.



Growth is a priority

Without growth words like success and improvement have no meaning. While we are proudly the largest policing association in the world, growth is not limited to our membership figures. We have the capacity to grow our diversity, our external collaborations, our brand and much much more.

We wanted a strategy that was visual and easy to interpret, so we've decided to use a tree as an analogy. Since ancient days, trees have been used to represent life, growth, wisdom and even prosperity, all of which are symbolic of our vision. The lifecycle of a tree is somewhat reflective of the IPA. From its firm roots symbolising our



strong global membership, to its tall branches spreading life and oxygen to the community it serves. As the tree grows and develops, it requires care and attention to ensure it reaches its full potential. Similarly, IPA requires the nurturing and guidance of all its leaders to thrive and succeed in our mission. Each branch represents projects, and the leaves are symbolic of the events that drive activity. Just as a new project buds into life, autumnal leaves fall to the ground and become the fertiliser to nurture the roots; thus the lifecycle continues.

Ultimately, just as a fully grown tree provides shade and shelter to those around it, the IPA strives to provide a supportive and inclusive community for all our members. Together, we can grow and flourish, and make a positive impact on our world.

Trust the seeds you are planting...





IPA Strategy 2023 - 2027

International Relations Commission

2024

2025

2026

2027



IRC Groups

Launch of the 7-region IRC project involving operationalisation of the IPA strategy and other interlinked related projects. Two annual meetings - combination of physical, online and hybrid.



Council of Europe

Re-apply for participatory status - next available application date is 2025.



United Nations

Status is granted. Maintain and build relations using appointed commission members to UNOG (Geneva), UNHQ (New York), UNESCO, UNODC, UNSDG and IMO.



European Parliament

Assign IPA to the Transparency Register and consider possible cooperation with the European Parliament.



Europol

Assess possible cooperation, make IPA visible.



Interpol

Assess possible cooperation, make IPA visible.



CEPOL

Collaborate to share and promote mutual beneficial training and educational opportunities.



MEPA

Assess possible cooperation, make IPA visible.



European Union External Action Service

Assess possible cooperation, make IPA visible.

Reduce, Reuse, Recycle,
Repeat...



Commission Team

Europe

Brussels
Pending

Geneva
JP Allet



Vienna
Andreas Niesser



Strasbourg
Eugene Thomas
Marin Laubis



Africa

Nairobi
Jared Ojuok



America

New York
Jimmy Albrecht



Washington
Pending

Projects

Europol / Interpol
Igor Manojloski



UN Tree
Desislava Viktorova

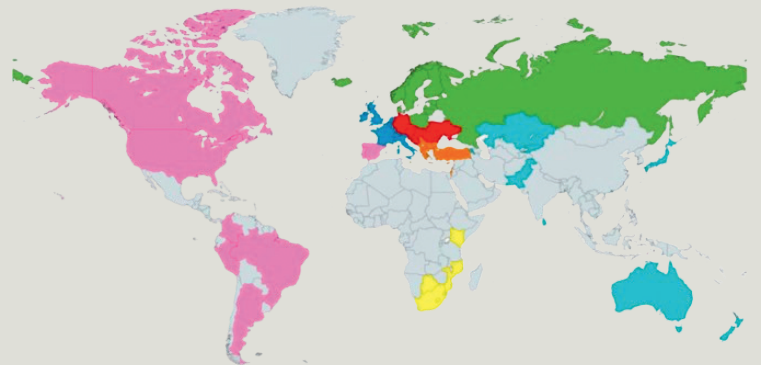


UN General
Jack Tam



7 Regions

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.



Socio Cultural Commission

2024

2025

2026

2027



IPA Games

Romania in 2024 and Poland in 2026.



World Football Championship

New project to commence in 2025.



Walk the World & Virtual Race

Annual Events to be continued and promoted.



World Police & Fire Games

Collaborate with WPFPG for Birmingham 2025 and venue TBD 2027.



IPA Travel

Grow and promote IPA Housing opportunities. Support Hosting Sections Meetings (UK 2024), and deliver a new electronic travel form which will be migrated to an App in due course. Update Hosting Book.



Art & Culture

Continue the well established and successful photo and children's art competitions as annual events. New commission to explore further possible painting, musical and literary opportunities. Develop online Gaming events.



Green IPA

Plan and deliver global annual environmental projects in keeping with our sustainability mission.

A sustainable world is a legacy
we can leave...

Commission Team



Sports

IPA Games

WPFPG

World Football

Walk the World

Virtual Race

Positions Pending

Travel



IPA Houses

Hosting Book

Hosting Meetings

Travel Form

Positions Pending



Cultural

Photo Competition

Children's Art

Music

Gaming

Positions Pending

Green IPA



Global Eco Events

Environmental Projects

Positions Pending



Professional Commission

2024

2025

2026

2027



Arthur Troop Scholarships

Continue the ATS programme, supporting our members education.



IBZ Gimborn

Continue to promote Gimborn, our centre of excellence for education. Expand attendance opportunities through virtual attendance, webinars, hybrid events and external seminars across the globe.



Training Accreditation

Explore options to have IBZ seminars and ATS scholarships accredited with Police Department HR. Liaise with IBZ Board of Directors to quality assure courses. Engage with Police HR Departments to get expression of training needs and seek to have training affiliated as official education.



Young Police Officer Seminar

Continue the success of YPOS by supporting and promoting the event globally. Austria 2024, Belgium 2025, Germany 2026 and TBD 2027.



Strategic Young Members Forum

Support the voice of future IPA generations by providing a format for dialog and strategic thinking.



HER'24 Project

Support the Development Seminar in IBZ and ensure that diversity, inclusion and equality is incorporated across all training opportunities in keeping with advice from our Diversity Equality and Inclusion Advisor.



Gatherings

Continue to deliver, support and promote gathering projects such as 'On Patrol'

Diversity is about embracing one another's uniqueness...

Commission Team



Training

ATS

Webinars / Online

Gimborn Seminars

Accreditation

Quality Assurance

Positions Pending



Gatherings

On Patrol Events

Professional Gatherings

Positions Pending

Youth

YPOS

SYMF

Positions Pending



HER'O

Her'o Seminar

Diversity Education

Positions Pending



Development

2024

2025

2026

2027



Research Mobile Phone Application

Head of Administration to establish a working group to research the feasibility, functionality, costings and overall appetite for a global IPA App. Deliver findings to IEC for feedback and next steps. If project continues to implementation stage, sponsorship funding options to be explored.



Development of Statutes

Secretary General to overview statutes with IEB, Legal Advisor and Diversity, Equality & Inclusion Advisor and modernise as required.



IEB Gifts

Treasurer Social Affairs to explore sustainable gift options in keeping with our green environmental strategy.



Shared Database

Head of Administration to examine shared database options for the hosting and sharing of documents and reduce the burden on emails.



Foundation and Affiliation of Sections

Secretary General to review policies, and work with Sections to grow the association.



Financial Strategy

Treasurer Finances to work with Treasury and Auditors at possible saving options such as World Congress which is our biggest expenditure. Notably this strategy is ambitious and aims to make IPA more visible and will therefore increase costs going forward.

Marketing & Promotion

2024

2025

2026

2027



Recruit Marketing Team

Set up an internal global marketing commission to boost the promotion of the IPA brand, and train this team in marketing. Team would work with the IEB Vice President and IAC on promotional projects.



Social Media Channels

Continue our existing social channels with a view to expanding to TikTok and some of the newer channels in order to increase our reach across more demographics. New marketing team to provide more creative content thus improving followers.



International Newsletter

Continue the monthly International Newsletter. Research other platforms that would assist in providing better metrics and built in AI translations.



Podcasts

Continue the current monthly podcast and review the follower ratings at the end of 2024.



International Promotional Videos

Record, edit and publish high quality promotional videos with multi language narrations. Promote across all touch points.



Corporate Social Responsibility

Project a responsible image of IPA internally and externally in order to bolster our image and build our brand. This will be achieved through environmental sustainable, equality, diversity and inclusion projects.



New Website

Establish a new modern website with more functionality in conjunction with a new mobile phone App.

Strong roots will hold us while we reach for the sky...

170 ACTIONS TO COMBAT CLIMATE CHANGE



United Nation Action Plan



As police officers we are entrusted as keepers of peace and security, and trusted in our communities. As custodians of this world we have a duty to protect it, and the best legacy we can leave is to give our world the care and attention it deserves. As police officers, we have the unique opportunity to make a positive impact on our communities and the world at large. We will develop projects over the next four years to offset our carbon footprint, provide education, support gender equality, reduce energy and show ourselves as a leading sustainable community.

Sustainability is a key part of our strategy. As global temperatures continue to rise, we as the largest policing organisation need to play our part.



To fulfill our duty of protecting the world, we can engage in various initiatives and practices. This may include promoting community safety programmes, advocating for environmental conservation, and collaborating with other organisations to address social issues. By actively participating in these efforts, we can contribute to the well-being of our planet and ensure a better future for all. As custodians of this world, it is our responsibility to go beyond our traditional roles and actively work towards creating a safer, healthier, and more sustainable world for everyone.

The Earth is something we all have in common.

The best way to predict the future
is to create it...

CONCLUSION



This strategy document aims to be a guiding principle for the next four years. Hopefully it provides you with a clear roadmap of our vision for the IPA.

The IEB are committed to operationalising this strategy and growing our organisation, but we need everyone working together in synergy. Collective ownership of this strategy and commitment from each and every Section is fundamental in its success. We thank you in advance for your assistance in achieving our vision to **inspire the IPA world by building sustainable friendships**. Servo per Amikeco.

Signed:

John J. Doherty

Oliver Hill

John Hill

John Hill

Senicof

John Hill

John Hill

International Executive Board

International Police Association



Planting our future... Fox Road, Nottingham