

# STRATEGIC PLAN 2018 - 2020



## CORE BUSINESS:

To support, promote and advocate for the medical profession in Queensland.

## VISION:

To provide strong, innovative leadership through advocacy and support for the medical profession and in turn for the benefit of all Queenslanders.

## OUR GOALS:

A robust health system | Leadership and representation | Services and support

## FOUR STRATEGIC PILLARS

### 1. Member Engagement and Growth

#### Key Objectives – *walking with Members at every stage of their career*

- Engage our diverse membership in all we do (and by doing so, attract non-members) through:
  - Acknowledging their membership and maintaining contact;
  - Providing channels to contribute ideas, trends, challenges, and learnings; develop policy and support advocacy campaigns;
  - Communicating what we do and why membership is so valuable;
  - Working with brand ambassadors to drive projects and initiatives;
- Create pride amongst members to be part of AMA Queensland.

### 2. Leading Advocacy and Enhancing Awareness

#### Key Objectives - *providing valued and considered leadership through proactive advocacy in the health environment*

- Provide leadership and proactive advocacy for members, patients and the community;
- Promote the *2018-2020 Health Vision* to members, government and the community;
- Instil urgency in members, government and the community to work with us to achieve our *Health Vision*;
- Utilise modern digital strategies to communicate clearly and concisely;
- Empower members to contribute to our advocacy work through various channels, and in doing so, provide a direct voice to government, stakeholders the community as a result of their membership.

### 3. Products and Services

#### Key Objectives - *to be a trusted provider of professional products and services*

- Identify professional products and services that support members in their work;
- Provide flexible, convenient and contemporary delivery options that are easily accessible to members;
- Keep abreast of trends and changes and respond with relevant products and services.

### 4. Building Organisational Capacity

#### Key Objectives - *deliver strong operational results and continually build them*

- Our team – grow, support and reward AMA Queensland's workforce;
- Finances – maintain and grow financial resources;
- Policies and procedures – maintain robust operational processes and procedures;
- Our governance and management practices – guiding our business strategy and operations through contemporary compliance and the lens of risk management;
- Systems and Technology - utilise systems and technology to provide robust, secure, efficient, workable and practical interactions;
- Organisational improvement – identify areas of waste, lack of efficiency or duplication.