

AVA Strategic Plan 2022-2024



AVA Conference | Gold Coast 2022

Our Goals

Lead

to be acknowledged as the peak association for all veterinarians

Promote

to increase the awareness of what the AVA does for veterinarians, and increase awareness of the importance of veterinarians to the public and governments

Engage

to better engage with the veterinary profession and key stakeholders

Support

to better support all veterinarians and create a sustainable profession

Deliver

to deliver outstanding organisational outcomes through continuous improvement of people and systems

Our Vision



Veterinary Scientific and Technical Leadership

Providing high level technical and scientific advice, and developing veterinary technical resources, policies and guidelines.



Education and Research

Presenting an exceptionally well developed and curated advanced education program, including conferences and publishing scientific newsletters, journals and other material.



Supporting veterinarians

Providing the resources and support that veterinarians need for prosperous, healthy careers.



Speaking for the profession

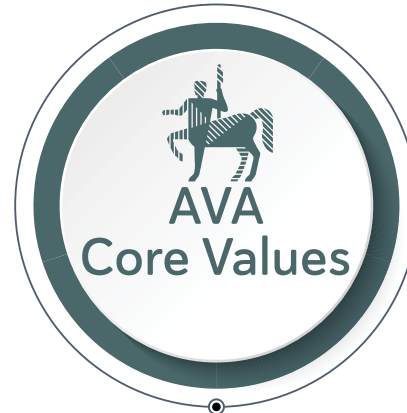
Being an effective, proactive voice of the veterinary profession, driving an agenda that matters to our members and stakeholders.



Strengthening communities

Facilitating collegiality and relationships within our profession, so that members can support their communities.

Our Core Values



Professionalism

We behave ethically, tell the truth and aim for the highest possible standards in everything we do.



Knowledge

We base our decisions on evidence and actively seek out advances in knowledge.



Community

People are our greatest resource and we facilitate interactions to share knowledge, advance science and support those in need.



Adaptability

We embrace change and innovation, seek new ideas, look for trends and strive to adapt quickly.



Respect

We respect our colleagues, AVA staff and the value that diversity brings to the profession and the association.

Lead: Our goal is to be acknowledged as the peak association for all veterinarians

New Initiatives	Measure of Success	Member Value Proposition
Advocacy to maintain and improve the value of veterinarians	<ul style="list-style-type: none"> • Delivery of the advocacy priorities as agreed in the AVA Advocacy Plan • A thought leader on veterinary and animal welfare 	Proactively influencing the future of the profession
Advocacy to improve workforce sustainability	<ul style="list-style-type: none"> • Government understanding the need for a workforce plan • Increased government support for the profession • Compensation for the public good that veterinarians deliver 	Proactively influencing the future of the profession
Recognition of the whole veterinary team in the provision of veterinary services through improved regulation	<ul style="list-style-type: none"> • Sector wide agreement on the regulation of the veterinary team • Advocacy to regulatory bodies for a national approach to regulation of the veterinary team 	<ul style="list-style-type: none"> • Competing on a level playing field if everyone is regulated • Everyone working to their full scope of competency

Keep Improving		
Veterinary focused policies	Recognition and use of AVA policies by external stakeholders	To inform policy development you need to be a member
AVA publications	Improved metrics including readership	Contribution to the profession

Promote: Our goal is to increase the awareness of what the AVA does for veterinarians, and increase awareness of the importance of veterinarians to the public and governments

New Initiatives	Measure of Success	Member Value Proposition
Promote the broad range of activities and the value of the veterinary profession to the public	<ul style="list-style-type: none"> • Increased awareness of the profession in the public • Incorporation of public facing work into advocacy activities 	Greater awareness and understanding of the profession and its importance to the community means the community may advocate on our behalf

Keep Improving		
Our dialogue and engagement with governments	Quantity and quality of government stakeholder engagements and achievements against advocacy goals	Our voice is heard
Our interaction with media	Quantity and quality of media metrics	Our voice is heard

Engage: Our goal is to better engage with the veterinary profession and key stakeholders

New Initiatives	Measure of Success	Member Value Proposition
Constitutional change for a more modern/future looking organisation	A new constitution with improved governance that empowers the AVA to achieve its organisational objectives	A constitution that meets the ongoing needs of the association
Develop a strategy to attract new individual and corporate members from all areas of the profession	Increased membership as agreed yearly with the board	A vibrant and diverse professional association with collegiate opportunities
Greater diversity and inclusion within the AVA and advocate for greater diversity and inclusion in the profession	Diversity of the AVA that better reflects the Australian community	An association that supports member diversity and is inclusive of all

Keep Improving		
Engagement with internal and external stakeholders and through interaction with Divisions, Branches, Special Interest Groups, Committees and Working Groups	<ul style="list-style-type: none"> Demonstration of member engagement through increased number of internal committees requiring elections for positions due to multiple EOI's Engagement and metrics with "get involved" initiatives Internal stakeholders improve governance skills Internal stakeholders acknowledging skillset development through AVA involvement Successful engagement with external stakeholders to progress AVA objectives by internal stakeholders 	<ul style="list-style-type: none"> The professions voice is heard Volunteers develop governance skills Volunteers have the opportunity to contribute to the profession
The student membership model	Student member engagement and numbers at agreed level	Lifelong involvement with your professional association
Tools and activities for interacting with the veterinary profession and wider community	Greater recognition of the AVA and what we do	Improved engagement with members and other stakeholders

Support: Our goal is to better support all veterinarians and create a sustainable profession

New Initiatives	Measure of Success	Member Value Proposition
THRIVE	THRIVE achieves its aims	A profession with a healthy and sustainable workforce
Develop an AVA education strategy for whole of career and collaborate on developing a career pathway framework	<ul style="list-style-type: none"> • An education strategy • A collaborative career pathway framework 	Whole of profession education plan

Keep Improving		
Professional behaviour of veterinary teams	<ul style="list-style-type: none"> • Improved psychological safety of veterinary teams and AVA staff • Improved workplace culture 	Pride in belonging to a high-quality membership
The One AVA sponsorship, advertising and events model	<ul style="list-style-type: none"> • More streamlined model • Increased profitability 	<ul style="list-style-type: none"> • Improved access to sponsors • Improve the efficiency of the AVA and resourcing AVA activities
Services and accreditation programs that enhance veterinary practice	<ul style="list-style-type: none"> • Increased uptake by members • Recognition by external stakeholders 	Members have access to resources that enhance their practice
Employer of Choice offering	Increasing number of practices participating and using logo in advertising employment opportunities	A framework for job satisfaction for employers and staff
AVA Chartered Veterinary Practitioner program	<ul style="list-style-type: none"> • A fully developed program • Increasing number of veterinarians participating in the program 	A formal recognition for accredited veterinarians

Deliver: Our goal is to deliver outstanding organisational outcomes through continuous improvement of people and systems

New Initiatives	Measure of Success	Member Value Proposition
Ensure the AVA has appropriate staff training and succession planning	<ul style="list-style-type: none"> • Decreased “single points of failure” • Retain corporate knowledge 	Improve the efficiency of the AVA
Keep Improving		
AVA operating objectives through having a highly engaged AVA team	<ul style="list-style-type: none"> • Team turnover <15% • All team members have a career development plan with associated training and development that is undertaken 	Receive best possible service from an association that truly values its people and appropriately manages its systems for the benefit of members, the profession and public
Delivery of agile, flexible and easily accessible services with the available resources	<ul style="list-style-type: none"> • Greater satisfaction with AVA services • Increased effective interaction 	<ul style="list-style-type: none"> • Improved engagement with members and other stakeholders • Improve the efficiency of the AVA
Best practice governance and risk management	Decrease in risk indicators	Development of a positive risk culture is an enabler to the achievement of the association’s plans and priorities