



Strategic Plan
2018-2021



Who we are

The Australian Dental Association is the leading voice for dentists in Australia, a member-driven organisation actively working to further the profession of dentistry, to equip and support those who work in it and to improve the oral and general health of all Australians.

To achieve this, we are committed to acting as the strongest possible advocate for the dental profession, playing an integral role in finding and promoting solutions to issues that affect the work of dentists and the oral health of Australians. This advocacy role is bolstered by a commitment to developing and promoting quality standards and ensuring that members and other stakeholders are empowered to realise their full professional potential.

We work closely with government and other stakeholders to set oral health policy for the future, and with dentists and other dental professionals to disseminate positive oral health messages to the community at large, helping Australians appreciate the benefits of good oral health and its importance for their overall wellbeing.

Our purpose is to have the best dentists in the world in a nation with the best oral health.



Vision

To have the best dentists in the world in a nation with the best oral health.



Mission

Supporting dentists, promoting oral health



Values

Professionalism

Integrity

Respect

Collegiality

Collaboration

Transparency

Our strategic goals



Influence



Quality



Engagement



Promotion



Service



Capability

drive the services and resources produced by



The ADA

in pursuit of our vision and to the benefit of our audiences




Members



Stakeholders



Public



Influence

Representing the profession

Aim

To be the strongest advocate for the dental profession and ensure advocacy delivers value for members and the community we serve.

Objectives

- Target our advocacy to issues that impact the oral health of Australians and the professional lives of dentists
- Build a strong evidence base to underpin advocacy
- The ADA is represented at all key forums
- Systems are in place to engage ADA Branches and members in advocacy activities
- Increase the profile of the ADA Brand



Quality

Driving professional and ethical standards

Aim

The profession is the recognised leader in the development and promotion of standards that apply to dentistry.

Objectives

- Ensure a structured skills delivery model to develop members' careers
- Develop and provide a range of practice guidelines to assist members in providing quality care
- Bring together the world's leading dental presenters for the benefit of the profession
- Promote and support excellence in dental practices



Engagement

Connecting with our community

Aim

Working with members and stakeholders to enhance commitment and recognition of the organisation and its goals.

Objectives

- Engage members in promoting the profession and its interests
- Develop a culture of engagement
- Align ADA messaging with Branches
- Develop networking and engagement opportunities for the entire profession
- Review ADA membership categories nationally
- Enhance and leverage relationships with Affiliates

A young girl with brown hair, wearing a pink and blue striped shirt, is brushing her teeth with a pink and white toothbrush. The image is partially obscured by a dark red diagonal overlay at the bottom.

Promotion

Advocating for Australians' oral health

Aim

To drive positive oral health behaviours by Australians through awareness, participation and education.

Objectives

- Raise community awareness of the benefits of good oral health
- Actively promote the benefits of seeing a dentist
- Support government schemes which improve access to oral health services and result in improved oral health outcomes
- Strengthen inter-professional collaboration to improve prevention and management of co-morbidities
- Support research that monitors oral health status



Service

Supporting our members

Aim

Provide products and services that support members in their professional life.

Objectives

- Develop a member experience to increase value and satisfaction that is tailored to member segments
- Identify and further deliver a suite of resources to support members in their professional lives
- Support dentists to retain ownership of dental practices to ensure dentists hold a major stake in the profession
- Develop an alternative to health insurance 'extras cover' to provide better dental cover for patients
- Create personalised support platforms to drive greater value



Capability

Building the resources
to succeed

Aim

Invest in our people, technology, systems and other assets so that we build ability and expertise to execute our strategy.

Objectives

- Develop in-house capability of existing and emerging technologies to deliver strategic outcomes
- Align our governance model with best practice
- Increase non-membership revenue to support the financing of ADA activities and services
- Manage our finances responsibly
- Ensure strategic human resource management underpins our capability and meets our strategic goals
- Align and drive the culture of the organisation with our strategic plan