

# 2021-23 Strategic plan

## OUR VISION

People and communities are engaged in occupations that bring meaning and purpose to their lives, fostering health, wellbeing, participation and inclusion.

## OUR PURPOSE

OTA represents, supports, strengthens and resources the continually evolving occupational therapy profession.

## OUR STRATEGIC FOCUS AREAS

- 1** We position occupational therapy for strategic influence to enhance awareness of, access to, and impact of the profession.
- 2** We support and resource occupational therapists to deliver optimal outcomes for individuals, organisations and communities.
- 3** We are a high-performance organisation resourced by quality people, systems and governance, meeting the evolving needs of our members.

**1.1** We influence decision-makers and the community to invest in and benefit from occupational therapy as an integral part of good health and social outcomes.

**1.2** We develop and sustain relationships to ensure the profession proactively contributes to key practice, policy and legislative issues.

**1.3** We invest in evidence-based research to demonstrate and measure impact of occupational therapy.

**1.4** We enhance the profession's capacity and capability to systemically advocate for clients and the profession.

**2.1** We foster and resource a culture of global best-practice, thought leadership and lifelong learning in the profession and its operating environment.

**2.2** We invest in appropriate credentialing, support and workforce development initiatives.

**2.3** We develop and deliver flexible contemporary learning opportunities in all areas of the profession.

**2.4** We develop leadership, community, business, governance and support capability across all the profession.

**2.5** We embed and progress cultural and community diversity through recognition, respect and inclusion in all demographics and communities.

**3.1** We deliver a continually expanding suite of valued benefits for our members, the profession and the nation, in order to support our purpose and enhance our capability.

**3.2** We build the international profile and reputation of the organisation and its purpose to support our members and maximise our impact.

**3.3** We embed best practice contemporary governance and operational standards across all our activities nationally.

**3.4** We invest in all our teams of staff, volunteers and other supporters in order to enrich engagement, participation and capability.

**3.5** We invest in digital transformation to enhance and transform our impact.