

# Strategic Plan 2017–2020

2020 VISION: Occupational therapy is valued for agility, influence and innovation



## HIGH LEVEL OVERVIEW

1

### INCREASING AWARENESS OF THE VALUE AND BENEFITS OF THE PROFESSION

*Raising the profile of the value of occupation to meet diverse health, wellbeing and participation needs*

#### PRIORITIES

- Advocacy and lobbying through high-impact campaigns
- Enhance direct advocacy capability of members
- Influential and agile responses to policy reforms
- Enhance OTA policy through Consumer engagement
- Embedded cultural diversity through recognition and inclusion
- Heightened community awareness, understanding and recognition of the role of the profession

#### EXPECTED ACHIEVEMENTS

- Positive outcomes from advocacy evident in key sectors
- Attendance at Government hearings and submissions influence policy
- Consumer perspectives influence submissions and policy documents
- Spokespeople for OTA are representative of diversity
- Reconciliation Action Plan is developed in partnership
- OTA member direct advocacy and lobbying capacity is increased
- Increased exposure and profile of the profession in the community is evident

2

### PROMOTING A UNIFIED PROFESSION FOR SUSTAINABLE FUTURES

*Facilitating present and future capability and capacity of the profession to reach its potential*

#### PRIORITIES

- Supported entrepreneurship and emerging practice areas
- Supported existing practice areas
- Continued expansion of research capability in the profession
- Enhanced excellence in practice through provision of evidence informed, reflective professional development and practice standards
- Engagement with our future generations of the profession through support of students and new graduates
- Engaged participation of mid and advanced career members from varied sectors

#### EXPECTED ACHIEVEMENTS

- Occupational therapy profession evident in new sectors
- Evidence and research supports and sustains existing practice areas
- Australian Occupational Therapy Journal continues to flourish
- Increased breadth, scope and participation in CPD across all domains of practice
- Practice standards are evidence based
- National recognition and research awards program expanded, accessed and utilised
- Increased student and new graduate engagement
- Early, mid and advanced career OTs continue to contribute and participate

3

### POSITIONING THE ASSOCIATION FOR SUSTAINABLE FUTURES

*Ensuring present and future capability and capacity of the Association*

#### PRIORITIES

- Valued membership services and benefits to facilitate membership growth, engagement and satisfaction and financial sustainability for the Association
- Expanded National and international relationships to enhance practice and services to members in Australia
- Continued enhanced governance leadership and capacity for contemporary Association leadership
- Efficient structures within OTA enable consistent and equitable services across the country
- Investment in culture, staff and volunteer workforce of OTA to enrich engagement, participation and capacity

#### EXPECTED ACHIEVEMENTS

- Financial growth and diversified revenue streams
- Increased participation and retention of members
- Continued growth in OTA member satisfaction
- Increased evidence of direct and indirect member benefits
- Growth in membership as a proportion of total Registered OTs
- Increased interest and participation in Governance of OTA
- Staff and volunteers are thriving

#### RESPECT

for our members, our staff, the profession, our communities

#### UNITY

in purpose

#### EXCELLENCE

In research, practice and performance

#### INTEGRITY

and ethical behaviour

#### COLLABORATION

to achieve success

#### ACCOUNTABILITY

For behaviour, performance and outcomes