

Osteopathy Australia Strategic Focus 2022-23

A rolling strategic plan involves continuous evaluation of priorities and progress, while simultaneously taking account of uncertainty in our changing environment, needs and opportunities. This plan is reviewed annually.

OUR VALUES

Integrity. We act in osteopaths' best interests, offering clear and honest advice, and reliable and consistent support for our members and their needs.

Openness. We promote trust through transparent, open and consistent action and advice.

Distinction. Through leadership and service excellence, we strive to develop and advance a dynamic and progressive profession, whose distinct and unique clinical philosophy is known and benefits the community.

Belonging. We work as an osteopathic community, committed to creating an inclusive environment offering a respectful diversity of opinions. We are resilient, robust and empowering to each other and our community.

OUR VISION

Osteopathy is a valued and visible part of primary healthcare in Australia.

OUR PURPOSE

Advancing osteopathy to support best practice and innovative care to enhance the health of all Australians.



SUPPORTING OUR MEMBERS

Osteopathy Australia continues as a member-centric organisation providing world-class member services, resources, education and value.

Pride. Champion osteopathy and our members' aspirations.

Value. Pursue distinctive, timely, cost-effective offerings that are valued.

Access. Innovate and redesign to increase usability, accessibility and increase engagement.

Professional Development. Be the choice for engaging, quality, world-class professional development.

Culture. Lead development of professionalism, consumer-focused care and best-practice standards.

Connection. Lead, foster and enhance connections for mutual discussion, collaboration and belonging.

BENEFITING CONSUMERS

Osteopathy Australia will expand and promote the benefits of osteopathy to consumers and the healthcare community.

Brand Osteo. Create a consumer-focused osteopathy story to educate consumers on the benefits of osteopathy.

Promotion. Demonstrate the benefit, value and diversity of osteopathic care through expanded promotion, a consumer-focused website and increased social media profile.

Access and Equity. Champion and influence better access to osteopathy through equitable and diverse private and government systems.

Reconciliation. Partner with Aboriginal and Torres Strait Islander people to lead our association to ensure we are a culturally safe and welcoming space for conversation, collaboration, learning and sharing.

LEADING THE PROFESSION

Osteopathy Australia will lead and influence the growth, adoption and influence of osteopathy.

Advocacy. Be the proud voice of osteopathy. Reinforce the role and value of osteopathy in primary care.

Leadership. Proactively educate and support strong osteopathy leaders to represent and promote the profession.

Education. Create opportunities for new, varied osteopathy courses and prospects across Australia to help shape the profession of the future.

Research. Foster increased funding and access for clinical research and leadership. Facilitate research findings into improved practice.

Workforce. Promote movement of osteopaths for work and career development through geographical diversity, and extended and advanced practice.

CAPABILITY TO DELIVER

Osteopathy Australia operates through the principles of sustainability, trust, reliability, effectiveness and modern efficiency.

Financial Management. Uphold best practice financial management integrity, transparency and grow income diversification strategies.

Digital Capacity. Ensure our IT infrastructure remains contemporary and future fit.

Governance. Lead continual improvement of governance and management processes.

Advancement. Invest to continually improve processes across all programs to operate optimally.

Marketing. Grow our capacity to promote and increase recognition in the benefits of osteopathy.

Sustainability. Be an innovative, efficient and cost-effective association to ensure sustainable support for a growing osteopathic industry.

OUR STAKEHOLDERS

Members. We embody our members' needs and aspirations. We lead. We are the voice of osteopathy.

Regulators. Collaborating to ensure a safe, respected and professional osteopathic workforce.

Government and Other Funders. Lobbying and partnering to highlight and advance the role of osteopathy and funded primary care models.

Academia and Research. Fostering quality educational and research leadership to enhance osteopathy's future.

Consumers. Partnering to demonstrate the value and benefit of osteopathy to all Australians.