



AMA Queensland

Strategic Plan 2024-26

*Supporting Queensland Doctors
Creating Better Health*

ama.com.au/qld





Vision

Our vision is to be Queensland's most trusted, influential, and engaged medical professional body.

Purpose

Our purpose is to deliver strong medical leadership and support for our members through health advocacy that delivers better health outcomes for all Queenslanders.

Values

We are committed to respectful relationships with our valued members and stakeholders. Our business activities and operations are underpinned by good governance and sustainable practices. We will:

- ▶ be member-focused and the voice of doctors,
- ▶ remain independent and trusted,
- ▶ be ethically and morally astute, and
- ▶ be socially and sustainably responsible.

Pillars

We achieve our purpose through five strategic pillars (SP).

- SP 1. Member Support**
- SP 2. Engagement and Communication**
- SP 3. Growth and Commercial Sustainability**
- SP 4. Environmental, Social and Governance (ESG)**
- SP 5. Innovation and Technology**



SP 1. Member Support

Actions

- 1.1.** Support members' health and wellbeing.
- 1.2.** Provide high-quality products and services.
- 1.3.** Monitor issues that affect members and respond accordingly.
- 1.4.** Provide strong workplace and industrial relations advice, support, and services with our union partner, ASMOFQ.
- 1.5.** Provide professional opportunities and training.
- 1.6.** Deliver an events program that celebrates, educates, connects, and inspires the medical profession.
- 1.7.** Ensure our policy and advocacy is member-led and member-focused.
- 1.8.** Facilitate effective member consultation.
- 1.9.** Champion regional and rural members and advocate on issues facing their communities.
- 1.10.** Support the psychosocial health, safety, and wellbeing of our team.



SP 2. Engagement and Communication

Actions

- 2.1.** Solidify a strong brand identity.
- 2.2.** Utilise bidirectional and diverse digital strategies, platforms, and channels.
- 2.3.** Survey members and non-members regularly to assess priorities and expectations.
- 2.4.** Promote the benefits and value of membership.
- 2.5.** Elevate our public profile and advocacy work within the profession, government, and the community.
- 2.6.** Promote and celebrate our wins and achievements.
- 2.7.** Deliver member-led public health campaigns.
- 2.8.** Build and strengthen alliances and collaboration with key stakeholder groups.
- 2.9.** Promote our *Advocacy Priorities 2024-26*.



SP 3. Growth and Commercial Sustainability

Actions

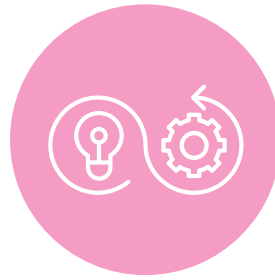
- 3.1.** Develop new approaches to grow and retain membership and reduce fees.
- 3.2.** Align growth and commercial sustainability opportunities with our values.
- 3.3.** Evaluate and develop commercial opportunities.
- 3.4.** Establish strategic partnerships that create and support commercial growth.
- 3.5.** Identify new funding opportunities and diversify revenue sources.
- 3.6.** Expand Business Support Services for the medical and wider business community.



SP 4. Environmental, Social and Governance (ESG)

Actions

- 4.1.** Foster a healthy, respectful, and inspiring corporate culture.
- 4.2.** Regularly review governance processes and procedures.
- 4.3.** Align our environmental, social, and economic sustainability policies to a broader sustainable framework.
- 4.4.** Embed sound, evidence-based, and efficient governance and work practices and policies that meet the expectations of regulatory bodies.
- 4.5.** Identify and address waste, inefficiency, and duplication.
- 4.6.** Invest in relevant professional education.
- 4.7.** Reflect equity and diversity principles and representation in policies, practices, and opportunities.
- 4.8.** Provide strong advocacy for Close the Gap initiatives for First Nations people.
- 4.9.** Develop a Reconciliation Action Plan.
- 4.10.** Promote AMA Queensland Foundation objectives.



SP 5. Innovation and Technology

Actions

- 5.1.** Explore innovation and technology opportunities for our members.
- 5.2.** Review and implement contemporary IT infrastructure and systems to improve communications, sustainability, and efficiencies.
- 5.3.** Deploy IT systems that optimise cyber security.
- 5.4.** Research opportunities and data to inform decision making.



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