STRATEGIC PLAN 2018 - 2020

CORE BUSINESS:
To support, promote and advocate for the medical profession in Queensland.

VISION:
To provide strong, innovative leadership through advocacy and support for the medical profession and in turn for the benefit of all Queenslanders.

OUR GOALS:
A robust health system | Leadership and representation | Services and support

FOUR STRATEGIC PILLARS

1. Member Engagement and Growth

Key Objectives – walking with Members at every stage of their career
➢ Engage our diverse membership in all we do (and by doing so, attract non-members) through:
  • Acknowledging their membership and maintaining contact;
  • Providing channels to contribute ideas, trends, challenges, and learnings; develop policy and support advocacy campaigns;
  • Communicating what we do and why membership is so valuable;
  • Working with brand ambassadors to drive projects and initiatives;
➢ Create pride amongst members to be part of AMA Queensland.

2. Leading Advocacy and Enhancing Awareness

Key Objectives - providing valued and considered leadership through proactive advocacy in the health environment
➢ Provide leadership and proactive advocacy for members, patients and the community;
➢ Promote the 2018-2020 Health Vision to members, government and the community;
➢ Instil urgency in members, government and the community to work with us to achieve our Health Vision;
➢ Utilise modern digital strategies to communicate clearly and concisely;
➢ Empower members to contribute to our advocacy work through various channels, and in doing so, provide a direct voice to government, stakeholders the community as a result of their membership.

3. Products and Services

Key Objectives - to be a trusted provider of professional products and services
➢ Identify professional products and services that support members in their work;
➢ Provide flexible, convenient and contemporary delivery options that are easily accessible to members;
➢ Keep abreast of trends and changes and respond with relevant products and services.

4. Building Organisational Capacity

Key Objectives - deliver strong operational results and continually build them
➢ Our team – grow, support and reward AMA Queensland’s workforce;
➢ Finances – maintain and grow financial resources;
➢ Policies and procedures – maintain robust operational processes and procedures;
➢ Our governance and management practices – guiding our business strategy and operations through contemporary compliance and the lens of risk management;
➢ Systems and Technology - utilise systems and technology to provide robust, secure, efficient, workable and practical interactions;
➢ Organisational improvement –identify areas of waste, lack of efficiency or duplication.