



Strategic Direction Statement 2009 – 2015

Note: The Strategic Direction Statement builds on, modernises and updates the previous Strategic Statement. Due to the possible short term nature of OT AUSTRALIA NSW as a stand alone entity a total revamp of the presentation and conceptualisation of the Strategic Direction Statement has been purposely avoided. The business plans for the relevant years covered by the Strategic Direction Statement should be developed each year in alignment with the statement for the duration of OT AUSTRALIA NSW as a separate entity.

Vision

Optimal health and well- being for society and people in NSW through the quality practice of occupational therapy by members of OT AUSTRALIA NSW

Mission

OT AUSTRALIA NSW will enhance the direction and contribution of the profession to society through the support, enhancement and coordination of member efforts and will support and enhance the professional lives of members

Guiding principles

In carrying out its mission OT AUSTRALIA NSW will:

- Promote both the value and benefits of occupational therapy as a profession
- Provide information, support and services to OT AUSTRALIA NSW members to guide and enhance their professional practice
- Provide appropriate professional representation and a cohesive voice on matters of importance to members
- Strive to be responsive to member needs, innovative in its approach and collaborative with key partners and stakeholders.

Values

The actions of OT AUSTRALIA NSW are guided by the following values:

Integrity
Professionalism
Co-operation
Leadership

Goals

In order to undertake its mission OT AUSTRALIA NSW strives to:

1. Develop and maintain a growing and engaged membership base
2. Provide relevant and valued services to members and undertake relevant professional initiatives to address the collective needs of members
3. Ensure strong business viability to ensure an effective and efficient organisation

OT AUSTRALIA NSW Strategic Areas of Focus 2010 – 2015
 (review and update in 2012 unless Nationalisation occurs prior)

| Strategic Areas of Focus | Relationship to goals | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Organisational continuance, viability and growth | | | | | | | |
| 1. Grow membership and engage members to further build the organisation and its success | Goal 1 | | | | | | |
| 2. Develop and support a knowledgeable and confident membership | Goal 2 | | | | | | |
| 3. Staff development and retention appropriate to organisational needs | Goal 3 & 2 | | | | | | |
| 4. Improve or develop revenue streams to ensure business viability, enable ongoing improvements to member services and organisational development | Goal 2&3 | | | | | | |
| 5. <i>Nationalisation (preparation and hand over)</i> | <i>Goals 2 & 3</i> | | | | | | |
| Information technology | | | | | | | |
| 6. Address immediate IT problems affecting routine business | Goals: 2, 3 | | | | | | |
| 7. Explore and implement use of technology to improve the core business activities and services | Goals: 1,2 | | | | | | |
| Services | | | | | | | |
| 8. Review the scope and direction of OT AUSTRALIA NSW CPD program | Goal 2 | | | | | | |
| 9. Develop and implement preferred OT AUSTRALIA NSW CPD program | Goal 1 & 2 | | | | | | |
| 10. Continue to improve Association services (individually based eg member benefits and whole of profession based eg representation and standards) | Goal 1 & 2 | | | | | | |
| Professional networks and representation | | | | | | | |
| 11. Develop and maintain key relationships with key stakeholders that align with or impact on OT AUSTRALIA NSW strategic directions, particularly in areas of identified priorities as determined by the Board from time to time. | Goal 2 | | | | | | |

OT AUSTRALIA NSW will, where ever possible, align its strategies and activities with Government strategies (State and Commonwealth) and the direction of other regulatory, service delivery or practice frameworks of importance to the profession. These frameworks include but are not limited to, the National Health Priorities and the National Health Workforce Strategic Framework.

Document expiry 2015 (unless altered during the period eg in the event of Nationalisation)
Periodic (interim) review recommended in 2012 to ensure ongoing relevance.
Periodic review should be considered alongside an environmental scan in 2012.