



# Australian Podiatry Association

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Strategic Plan  
2008-2012 (Reviewed January 2011)

**VISION:** What are we here for?

- |                        |   |
|------------------------|---|
| MEMBERSHIP             | - Information and support                   |
| ADVOCACY               | - National - <u>State</u> - local WA issues |
| EXCELLENCE IN PODIATRY | - Maintain the standards of the profession  |
| SUPPORT                | - Lobbying & Advocacy                       |

## **VISION STATEMENT:**

To support our members in their pursuit of excellence in Podiatry in WA \*

**MISSION:** Develop strategies

- Lobbying/Advocacy
- Education of - Podiatrists
- Public
- Other Health Professionals
- Service to Members
- Conciliation and resolution
- Upkeep of standards
- Evolution and development of Podiatry
- "Stakeholders"

## **MISSION STATEMENT:**

*\*To assist and support the development and evolution of the Podiatry profession for the benefit of Members and Stakeholders \**

**VALUES:** of the Association and its Members

- Equality
- Excellence
- Care / Empathy
- Professional integrity
- Ethical
- Maintenance of knowledge- Continuing Professional Development



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## SWOT ANALYSIS

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Human Resources / Experience</li> <li>• Proven track record</li> <li>• Contacts</li> <li>• Reputation</li> <li>• Finances</li> <li>• Small profession</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Unpaid council</li> <li>• Lack of members %</li> <li>• Time - HR/Council</li> <li>• Lack of member enthusiasm</li> <li>• Council size</li> <li>• Fee structure</li> </ul>	<p style="text-align: center;"><b>I N T E R N A L</b></p>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Non members %</li> <li>• New graduates</li> <li>• Lobbying / Advocacy</li> <li>• Population increase</li> <li>• National registration</li> <li>• Podiatry Assistants / Affiliates</li> <li>• Education / Evolution</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Health industry resistance</li> <li>• Inter-professional scope of practice</li> <li>• Public misconception</li> <li>• Lack of public awareness</li> <li>• Government policy</li> <li>• Length of course</li> <li>• Practical skills shortfall</li> </ul>	<p style="text-align: center;"><b>E X T E R N A L</b></p>

## GOALS OF THE ASSOCIATION

### ◆ COMMUNICATIONS

Maintain the communication links Interest groups - developing  
Members – excellent  
Educational Sector

- Long term: Develop links with Government agencies and other health agencies
- Short term: Maintain the website

Develop actions to increase communications with specific groups



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## ◆ PROFESSIONAL DEVELOPMENT

Continuing Education - developing

To provide opportunities

- The number - a minimum number of opportunities
- Provide opportunities for ALL members
- Maintain the communication links - well maintained

- Long term: Every Member is participation in P.D.
- Short term: Develop sport and pediatrics as special interest groups by July 2009 – developing in 2011  
Support variety of PD  
Lobby for “National Strategy”  
Investigate Filming of PD sessions  
Involve Educators (Institutions)

## ◆ ADVOCACY

Recognition of the need for advocacy

- Long term: To be recognised as the primary source for information on and for the Podiatry profession

## ◆ PUBLIC AWARENESS / MARKETING

To promote the public image of Podiatry

- Long term: That all members actively promote the profession
- Short Term: Investigate regular radio spot  
Develop “articles” for public awareness campaign  
Investigate HBF & other Health publications for articles.  
Be proactive on “public health” issues

## ◆ INCREASE MEMBERSHIP AS A % OF REGISTERED PODIATRISTS

- Long term: 75% (5 yrs - 2013) –approx 70% at present
- Short term: 5%/annum – now in a maintenance phase as long term goal almost achieved