



# Australian Dental Association Victorian Branch

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## Strategic Plan 2021-2024



VICTORIA

For dentists, by dentists.

We support dentists throughout their studies and entire career.  
We are committed to improving the oral health of all Victorians and the professional lives of our members.

# Australian Dental Association Victorian Branch

## Strategic Plan 2021-2024

The Australian Dental Association Victorian Branch (ADAVB) is the professional association for dentists in Victoria, representing over 4400 dentists, dental specialists and dental students.

### Mission

The ADAVB is committed to improving the oral health of all Victorians and the professional lives of its members.

### Objectives

The purposes of the ADAVB are to:

- (a) Encourage the improvement of the oral and general health of the public and to promote the art and science of dentistry to support the provision of safe high quality oral health care for the community
- (b) Establish, promulgate and encourage, by whatever name, a Code of Ethics for the observance of Members of the Branch in the conduct of their profession
- (c) Advise upon, participate in, develop and promote continuing professional development for dentists and other persons engaged in the practice of dentistry
- (d) Further and promote the interests and objects of the Australian Dental Association Incorporated and to participate in programmes or activities sponsored or administered by that Association
- (e) Advance and safeguard the general and social interests of the dental profession.





## Our strategic context

2020 was an extremely challenging year, with bushfires ravaging the north and east of Victoria in January, and the COVID-19 pandemic impacting the provision of dental care from March.

The ADAVB managed to weather the storm, providing valuable information to members and the broader dental profession, and working closely with the Victorian government and other stakeholders to ensure that dentists were able to practice safely and patients had access to dental care within a risk management framework.

At the same time, we were able to pivot many of our services to online delivery, ensuring that members were able to access continuing professional development and critical resources and support.

### As we look to the future ...

We developed this plan by drawing on the insights that we gleaned from our survey of members and feedback through committees. By listening to our most important stakeholders – our members – we have a plan that will lead the organisation to build on our recent successes and ensure that the ADAVB continues to be the voice of dentistry in Victoria and contributes significantly to collaborative efforts as an important voice in Victoria.

In developing our strategy, it is important not just to focus on the 'what' and 'why', but also the 'how.'

“ADAVB was excellent during the COVID-19 crisis in providing timely guidance and advice and advocating on behalf of the profession. ADAVB was a calm professional voice that helped greatly get workable solutions to the situations developing. The best asset ADAVB has is good quality people prepared to volunteer time, energy and expertise. The collegiality of the ADAVB is therefore very important to underpin this.”



## What our members told us

“Just ensure the ADAVB maintains the level of advice, help and support it provides for us.”

“We need to continue to uphold the integrity of our profession and not allow corporate influence to affect our ways of practice.”

“I’m renewing my ADAVB membership because I want to be an informed practitioner, getting the latest updates and news about my profession from an association that I trust. ADAVB has offered me so many benefits including the opportunity to network with other health professionals at the International Women’s Day lunch, and with great informative resources on their website and in their magazine.”

“Continued support for younger dentists who may not have had much clinical time and continuing education for regional dentists.”

“More public awareness and more media give us more visual presence and our advice will be better heard by all stakeholders.”

### Strategic objective

To grow to 80 per cent of registered Victorian dentists by 2024.

### Value proposition

By dentists, for dentists. ADAVB supports dentists throughout their studies and entire career.



## We aim to achieve our mission and objectives by focussing on four strategic priorities

### 1. Engagement

Our members are our most important stakeholders and the reason for our existence. We will engage with all our members, including at-risk member groups, through a range of responsive channels to ensure that we understand and respond appropriately to their needs.

### 2. Leadership

ADAVB is the leading voice of dentistry in Victoria. Our role is to advocate on issues that impact on the practice to dentistry, such as the influence of third parties and to actively promote measures to improve the oral health of the community. We will continue to undertake activities that raise the profile of the dental profession and encourage the community to make their oral health a priority by visiting an ADAVB member dentist.

### 3. Member services

Our services to members underpin our value proposition. This includes the delivery of high quality continuing professional development, practice support services, complaints management with our professional indemnity insurance partner Guild and resources to assist members across all stages of their studies and practising life.

### 4. Capability

ADAVB recognises the need to remain contemporary, agile and responsive as an organisation for the benefit of our members and the health of the community, particularly in the aftermath of the COVID-19 pandemic. There are significant risks associated with a failure to adapt to new circumstances in a rapidly changing environment.



## Engagement



### Aim

**To engage with the profession through contemporary, relevant and responsive activities.**

### Objectives

Grow the membership to 80 per cent of registered dentists.  
Enhance the member experience and interaction.  
Improve engagement with at-risk member segments.

## Leadership



### Aim

**To ensure that ADAVB is the leading voice in dentistry and oral health in Victoria.**

### Objectives

Promote the importance of regular dental attendance.  
Advocate on issues that impact on the practice of dentistry in Victoria including third party and private health insurance matters.  
Enhance the reputation of the dental profession.  
Advocate to improve the oral health of all Victorians.

## Member services



### Aim

**To provide the highest quality services to benefit members in their day-to-day lives.**

### Objectives

Increase the utilisation of member services across all member segments.  
Improve the range of diverse and relevant member services that meet member needs.

Promote and support excellence in dental practice.

Strengthen continuing professional development partnerships with stakeholders.

## Capability



### Aim

**To ensure that the ADAVB is contemporary, responsive, and meets our strategic goals through continuous improvement.**

### Objectives

Ensure our people, systems and resources have the capacity to deliver strategic outcomes.

Increase non-subscription revenue.

Maintain a governance framework that enables ADAVB to be agile, responsive, transparent and accountable.



Australian Dental Association Victorian Branch Inc.  
Level 3, 10 Yarra Street, South Yarra VIC 3141  
T 03 8825 4600  
[adavb.org](http://adavb.org)



@Ausdentalvic



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