



STRATEGIC PLAN

2024-2027

MISSION

Improving the oral health of all Victorians and the professional lives of our members.

KEY STRATEGIES JULY 2024-JUNE 27

STRATEGY 1: ENHANCING MEMBER VALUE

Action Plan 1.1 – Understand what members value and what leading innovative associations are doing

Start Date: Feb 25 **Complete Date:** June 25

Action Plan 1.2 – Review current member offerings to grow member value

Start Date: June 25 **Complete Date:** Dec 25

Action Plan 1.3 – Review member classes and fee structures

Start Date: Dec 25 **Complete Date:** Mar 26

Action Plan 1.4 – Enhance the member engagement strategy

Start Date: July 25 **Complete Date:** Sep 25

STRATEGY 2: COLLABORATE TO STRENGTHEN ORAL HEALTH

Action Plan 2.1 – Gap analysis of existing and potential collaborators and partners

Start Date: July 24 **Complete Date:** Dec 24

Action Plan 2.2 – Implement advocacy strategy to demonstrate ADAVB’s leadership role in strengthening oral health

Start Date: July 24 **Complete Date:** June 27

STRATEGY 3: BUILD CAPACITY FOR EXCEPTIONAL MEMBER EXPERIENCE

Action Plan 3.1 – Implement “Project Uplift” for improved website, member management system, internal systems, office amenities

Start Date: July 24 **Complete Date:** June 27

Action Plan 3.2 – Explore options for innovative use of ADAVB offices to enhance member value

Start Date: Feb 25 **Complete Date:** Feb 26