

# ALLIED HEALTH PROFESSIONS AUSTRALIA

AHPA advocates for the vital role of allied health professionals in delivering effective, equitable and sustainable services that assist Australians to achieve the best possible health and life outcomes. We do this by supporting our member organisations to bring their collective and individual voices to key policy areas and by raising awareness of the value of allied health care.

## Deliver effective advocacy which advances allied health and provides value to members

- Identify and address key areas for advocacy which provide effective outcomes for allied health.
- Identify key areas where AHPA can assist and shape government policy agendas.
- Consult and engage members to ensure their voices are heard on advocacy initiatives.

## Support our members to enhance their own knowledge and influence

- Provide timely, accessible and user-friendly information on key areas impacting allied health.
- Provide support, advice and opportunity for policy development.
- Support individual member positions and policies where appropriate.

## Enhance our profile, and those of our members, with key stakeholders to increase influence

- Leverage strategic alliances with other organisations.
- Nurture relationships at government and political levels to reinforce the value of allied health to decision-makers.
- Use media and other platforms to increase visibility and influence with stakeholders.

## Develop a sustainable resource base to achieve our purpose

- Enhance member value to ensure retention.
- Identify and engage potential new members.
- Develop an innovative plan for financial sustainability.