

STRATEGIC PLAN

ALLIED HEALTH PROFESSIONS AUSTRALIA

AHPA advocates for the crucial role of allied health professionals in delivering effective, equitable and sustainable services that assist Australians to achieve the best possible health and wellbeing outcomes. We do this by harnessing the power of our members' collective and individual voices on key public policy issues, and by promoting the value of allied health.

Advocate for better access to allied health services to drive better consumer outcomes

- Build on current advocacy initiatives in key areas requiring policy reform
- Identify additional areas where AHPA can assist and shape government policy agendas
- Leverage strategic alliances to enhance awareness of and support for the value of allied health

Lead and support a strong member collaborative to grow the voice of allied health

- Develop a shared vision for the future of allied health
- Consult and engage members to inform advocacy initiatives
- Strengthen member capability for policy development
- Provide timely and accessible information on key issues relating to allied health

Develop a sustainable resource base to support the growing allied health industry

- Optimise income growth and diversification
- Maximise member retention and membership growth
- Drive innovative, efficient and cost-effective initiatives
- Attract and retain the right people to achieve our objectives