



AUSTRALIAN DENTAL
ASSOCIATION

Strategic Plan

2023-2026

Our strategic pillars, strategies and key performance indicators



Vision

To have the best dentists in the world
in a nation with the best oral health



Mission

Supporting dentists and promoting
oral health



Values

Professionalism, integrity, collegiality,
collaboration, respect and transparency



Strategic pillars

Influence
Governance
Membership

Influence

The voice of oral health

	Aim	June 2026 Goal	36 Month Action	June 2026 KPI
1.1	Lead oral health advocacy through a cohesive and unified national voice	<ul style="list-style-type: none"> To be recognised as the unified voice and source for information and policy advice on all key matters related to the dental profession and the oral health of Australians 	<ul style="list-style-type: none"> Formalise across the ADA group a national stakeholder <i>Engagement Structure</i> to develop and deliver shared advocacy positions 	<ul style="list-style-type: none"> The ADA Federal Council's endorsed <i>Engagement Structure</i> is adopted by the ADA group
1.2		<ul style="list-style-type: none"> To influence key decision-makers in the oral health care and social services sectors 	<ul style="list-style-type: none"> Develop an <i>Influence Plan</i> including opportunities, identification of key stakeholders and approaches to stakeholder concerns 	<ul style="list-style-type: none"> The ADA Federal Council's endorsed <i>Influence Plan</i> is adopted by the ADA group
1.3		<ul style="list-style-type: none"> To articulate a vision for dentistry's future and adopt a strategic approach to address opportunities and threats 	<ul style="list-style-type: none"> Undertake a future of dentistry (FOD) planning process 	<ul style="list-style-type: none"> An ADA <i>Future of Dentistry Plan</i> is adopted by Federal Council Future of dentistry recommendations are being implemented by the ADA
1.4		<ul style="list-style-type: none"> To improve access to high quality oral health care for all Australians 	<ul style="list-style-type: none"> Lead the discussion around vulnerable peoples' oral health based upon the ADA's <i>Australian Dental Health Plan</i> Continue the journey of reconciliation with Aboriginal and Torres Strait Islander people 	<ul style="list-style-type: none"> Improvement in the allocation of resources for oral health across Australia Reconciliation actions and KPIs are developed and approved by Federal Council and reported annually



CEO Damian Mitsch and Deputy CEO Eithne Irving in front of Parliament House in Canberra, March 2023

Membership

Growth, retention and experience

	Aim	June 2026 Goal	36 Month Action	June 2026 KPI
2.1	Deliver a compelling member experience across members' career cycle	<ul style="list-style-type: none"> Grow membership by delivering a world-class digital experience 	<ul style="list-style-type: none"> Build data analytics' capacity to inform decision-making and member services Convert the core deliverables of ADA to a digital-first, member-centred, segmented and access anywhere-at-any-time model Develop and implement a consistent onboarding process Seek new ways to engage younger dentists using emerging technologies and tools Enhance the member experience and perception of value through existing and new offerings 	<ul style="list-style-type: none"> National infrastructure is available across the ADA group Key services are transformed into a digital-first experience There is a national digital onboarding process focused on value for new members
2.2		<ul style="list-style-type: none"> Align the national member services and benefits to members' needs across their career cycle 	<ul style="list-style-type: none"> Undertake an assessment of value-delivery across all national services and develop a plan to focus on and improve member value across the membership segments 	<ul style="list-style-type: none"> National member services and benefits to members align with needs across the members' career cycle
2.3	Set national policy, standards and guidelines for the dental profession	<ul style="list-style-type: none"> The ADA is a trusted source of professional standards and guidelines 	<ul style="list-style-type: none"> Develop a framework, plan and budget for creating professional standards and guidelines, and for their endorsement by the ADA group 	<ul style="list-style-type: none"> An ADA professional standards and guidelines framework is adopted
		<ul style="list-style-type: none"> The ADA is a trusted adviser to the profession on safe and quality care 	<ul style="list-style-type: none"> Develop a national safety support service and quality portal for members 	<ul style="list-style-type: none"> An ADA safety and quality practice support service for members is established
2.4	Establish a national education offering	<ul style="list-style-type: none"> The ADA group offers practitioners and their teams continuing professional development in a national framework 	<ul style="list-style-type: none"> Develop a national <i>Continuing Professional Development Framework</i> to be agreed upon by the ADA group 	<ul style="list-style-type: none"> The ADA Federal Council's endorsed <i>Continuing Professional Development Framework</i> is adopted by the ADA group

Governance

Fit for the future

	Aim	June 2026 Goal	36 Month Action	June 2026 KPI
3.1	Be scalable, sustainable and agile	<ul style="list-style-type: none"> To have an ADA governance that is contemporary and enables the organisation to be effective and agile 	<ul style="list-style-type: none"> Complete and agree upon the ADA's governance review 	<ul style="list-style-type: none"> The ADA Federal Council's endorsed <i>Constitution</i> reflecting recommended governance changes, is adopted by members
3.2		<ul style="list-style-type: none"> The ADA governance is informed by an <i>Environmental, Social, and Governance (ESG) Guidance Framework</i> 	<ul style="list-style-type: none"> Develop an <i>ESG Guidance Framework</i> to be approved and embedded into ADA's governance with associated reporting 	<ul style="list-style-type: none"> An ADA <i>ESG Guidance Framework</i> is adopted by Federal Council
3.3		<ul style="list-style-type: none"> To have a connected and capable ADA group that responds to national, jurisdictional and local opportunities and challenges 	<ul style="list-style-type: none"> Consult the ADA group and agree upon on their role and contribution to the ADA federated model 	<ul style="list-style-type: none"> The ADA Federal Council's endorsed <i>Federation Agreement</i> is adopted by the ADA group



President Dr Stephen Liew chairing a Federal Council meeting at the ADA federal office in Sydney, March 2023

Australian Dental Association

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