



Strategic Plan 2017

Looking to the Future

Background/recap

The ADONZ Strategic Plan is designed to improve the planning and objective setting for the association and its members. Through consultation with the membership, the strategic plan identifies key priorities which guide future direction. The existing plan started in 2011 and has evolved with changing industry and member needs.

The plan has four core objectives

1. Financial
2. Membership
3. Expanding base knowledge
4. Conference

Update

Since implementation, the executive team has achieved majority of the initial goals. The association continues to face new challenges as our profession evolves. We also invite and encourage new executive members to bring fresh ideas and approaches to the team. The last review of this document was done in October 2017.

Summary

The planning process has definitely helped the Executive stay on track. Having to respond to the membership on the outcomes from the setting of goals is positive progress.

Strategic Goal One – Financial

Strategy	Status	Outcome
1.1 Put in place a spreadsheet for budgeting and cost saving A Spreadsheet for the running of ADONZ B Spreadsheet for running of the conference	Four spreadsheets in place to monitor core areas: overall budget, conference budget, sponsorship and monthly ledgers. Short notes added as a guide for current and future execs. Improved transparency benefiting all members. Send back-up to Hayley annually	Templates in operation with on-going revision
1.2 Work smarter with sponsors to fit in with their financial planning	Sponsorship proposals sent to all optical suppliers earlier in the year to coincide with their budget planning.	Ongoing

Strategic Goal Two - Membership

Maintained approach to growing membership numbers and benefits.

Strategy	Status	Outcome
2.1. Work with Webfu to develop new website. Also adapt website to hand held digital devices and add security measures.	Work in progress	Update started July 2017
2.2 Reach members via social media A. Maintain our Facebook page content and utilize it to grow member numbers. B. Set up an Instagram account to engage with younger members.	Facebook established, 421 likes at time of printing. Instagram to be introduced in 2018	Facebook established. Instagram in 2018
2.3 Promote advantages of a Dispensing Optician. Market DOs to NZAO – educate on the benefits to having a DO in practice	New DO pamphlet launched. Keep up to date with digital dispensing tools. Create market awareness of our occupation. Work with Careers NZ	Ongoing
2.4 Create a professional marketing plan	Part of our long term plan, will proceed as funds allow.	Ongoing
2.5 Work on more member benefits	Is dependent on membership number to get worthwhile benefits.	Ongoing

Strategic Goal Three – Expanding knowledge base

Expanding base knowledge/integrated approach to realize potential opportunity.

Strategy	Status	Outcome
3.1. Formulate a series of CPD topics, broaden the knowledge base to adapt to changing needs of the industry	Discuss with every new CE Committee Membership input into topics of interest	Ongoing
3.2 Liaise with international colleagues to enhance access to learning material	Working with ABDO, ACOD, Mivision to access their learning materials	Ongoing
3.3 Promote quality education that meets the needs and scope of practice of NZ Dos	Work with OptiBlocks to support the course that meets these requirements. Long-term aim for NZQA approved course.	Started 2017
3.4 Allied Health Aotearoa NZ	Align with AHANZ as a contact/pathway for better MOH communication and a bigger voice in the health sector. ACC recognition and networking with other health professionals	Started 2015

Strategic Goal Four - Conference

A consistent approach to improve the quality of the annual conference.

Strategy	Status	Outcome
4.1 Prudent financial planning	Budget spreadsheets for ADONZ and conference are now in place. Close monitoring to improve alignment between budget and actual expenses.	Templates in operation with ongoing revision
4.2 Create template for running of conference	Template will guide future executives to understand conference format, timelines and deadlines to assist their event planning process.	Started July 2017
4.3 Greater attendance at AGM	Look at strategies to increase AGM attendance	Ongoing
4.4 Work on adding value for our sponsors	Sponsorship received is used throughout the year - no longer separate conference sponsorship. Sponsors may advertise regularly to members through the E-News. Sponsor exposure is proportionate to value of donation.	Ongoing