



Strategic Plan

2022-24

Inspiring and empowering the dental profession to advance oral health.



About us

Inspiring and empowering the dental profession to advance oral health.

We are the peak body representing the dentistry profession in NSW and the ACT. We represent 70% of dentists, 79% of specialists and 83% of dental students. Our purpose is to be the leading organisation for oral health in NSW and the ACT. Our mission is to inspire, support and empower the dental profession to advance oral health. This requires us to support dentists throughout their entire careers.

Our advocacy for members ensures we stay united as a profession, securing the profile, funding, support and recognition to allow us to continue advancing dentistry. As a not-for-profit organisation led by dentists for dentists, our remit is to deliver value to members and we do this in eight key ways:



Advocacy

The strongest professions are those that are well represented.



Advisory Services

Peer Advice and Advisory resources on all matters relating to dentistry.



Continuing Professional Development

Providing comprehensive and respected CPD in world class facilities.



ADA NSW Library

Access to national and international dental research and publications.



Networking & Connections

Mentorship, events, local divisions and study groups.



News & Filtering

We deliver what dentists need to know, when they need to know it.



Practice Services

Providing Accreditation and Infection Prevention and Control support.



Lifestyle & Benefits

It's not all business. We incorporate social events and lifestyle benefits.

ACKNOWLEDGEMENT OF COUNTRY

ADA NSW acknowledge the traditional custodians of the land on which we live and work and pay respects to Elders past, present and emerging.



Vision, Mission, Values

VISION

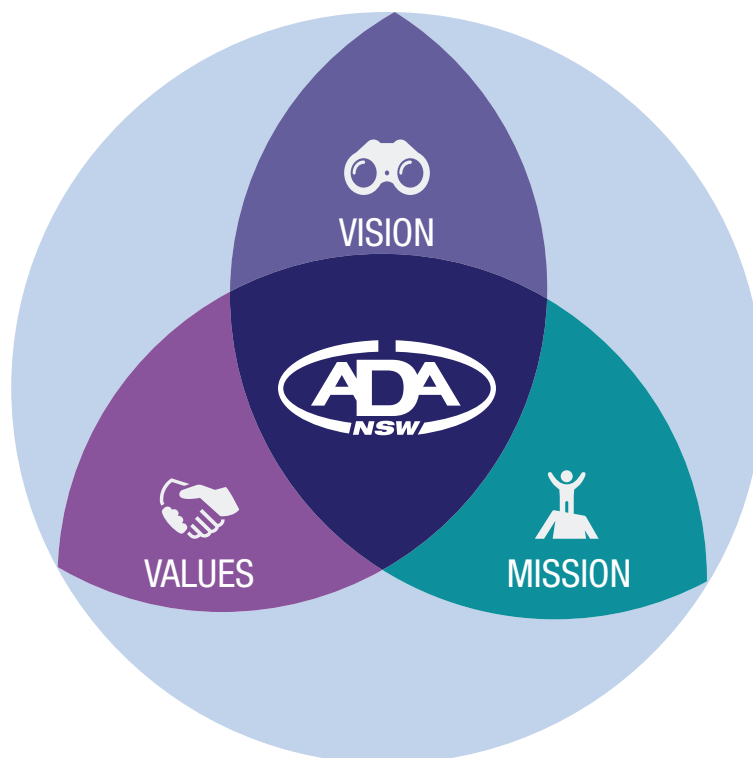
The leading organisation for oral health in NSW and the ACT.

MISSION

To inspire, support and empower the dental profession to advance oral health.

VALUES

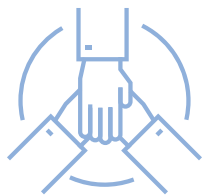
- Excellence
- Engagement
- Integrity
- Advocacy
- Respect
- Continuous Improvement
- Professionalism



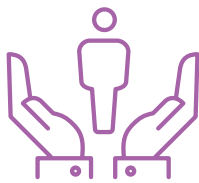
We are proud of our legacy of advancing dentistry since 1929, and we are honoured to represent a profession that aims to improve the health of every Australian.



Our Strategic Goals



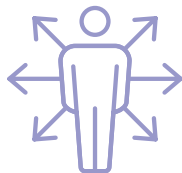
GOAL 1
Professionalism



GOAL 2
Support



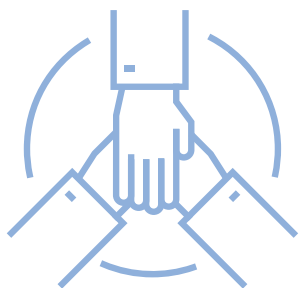
GOAL 3
**Education and
Knowledge Excellence**



GOAL 4
**Influence and
Connectivity**



GOAL 5
Sustainability



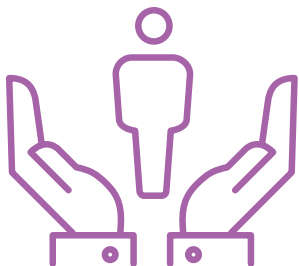
GOAL 01

PROFESSIONALISM

Promoting professional service expectations to serve the community.

KEY OBJECTIVES

- ▶ The dental profession remains one of the most trusted professions in Australia.
- ▶ Members respect and practice in accordance with the ADA NSW Code of Ethics.
- ▶ Members provide high quality and safe care to patients.
- ▶ Dentists are recognised by the community for their professionalism, expertise and ethical practice.
- ▶ Dentists are committed to serving the community ahead of personal interests.
- ▶ Members have access to practice support and advisory services to make it easier for them to provide safe and high quality care.



GOAL 02

SUPPORT OUR MEMBERS

Provide comprehensive support services to our members that are responsive to their needs.

KEY OBJECTIVES

- ▶ Provide regulatory and associated sector relevant information to members in a timely manner.
- ▶ Expand mentoring program and enhance engagement and retention of participants.
- ▶ Expand service offering for Recent Graduates and ADC Candidates (recent registrants).
- ▶ Improve the relevance of information being sent to members.
- ▶ Actively support committees to add value to the organisation and its members.
- ▶ Increase engagement with specialists and improve support of members in public service and academia.
- ▶ Introduce new member service initiatives and resources to improve the standard of dental care.
- ▶ Increase awareness and utilisation of the ADA NSW Library Service to enable members to practice dentistry using current evidence based information.



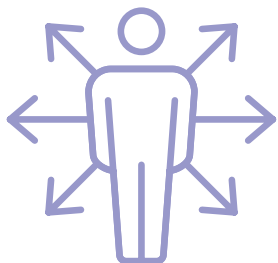
GOAL 03

EDUCATION AND KNOWLEDGE EXCELLENCE

To provide relevant, evidence-based professional development.

KEY OBJECTIVES

- ▶ Offer members high-quality continuing professional development courses that meet their needs.
- ▶ Expand local CPD events through Divisions and Study Groups.
- ▶ Improve the status of ADA NSW CPD both nationally and globally.
- ▶ Practitioners have access to a range of surgical and clinical procedures within CPD courses to improve their learning experience.
- ▶ Increase the range of digital educational media and clinical video content available to ADA NSW members and course participants.
- ▶ Support CPD courses with curated information resources through the ADA NSW Library Service.
- ▶ Further develop strategic partnerships with Universities in NSW and other RTOs, for the betterment of clinical training and practice.



GOAL 04

INFLUENCE AND CONNECTIVITY

Be the leading advocate for oral health and the dental profession.

KEY OBJECTIVES

- ▶ Advocate for the best interests of members and the community.
- ▶ Engage with government to increase ADA NSW's profile as the peak body of dentistry in NSW and the ACT.
- ▶ Develop strong stakeholder relationships to raise awareness of the connection between oral health and general health.
- ▶ Engage with the medical profession and other organisations to promote the importance of good oral health to improve the health of every Australian.
- ▶ Engage with the community to increase awareness of the connection between oral health and general health.
- ▶ Increase community awareness of good oral health.
- ▶ Engage with media to increase profile of ADA NSW as the peak body and increase awareness of oral health.
- ▶ Increase member engagement with community benevolence programs.



GOAL 05

SUSTAINABILITY

Ensure ongoing contemporary governance of ADA NSW. Increase relevance to members and key stakeholders.

KEY OBJECTIVES

- ▶ Governance that retains the integrity of the organisation.
- ▶ ADA NSW will be financially sustainable.
- ▶ Members value Accreditation support as an additional reason to maintain membership.
- ▶ Maintain membership retention rates.
- ▶ Increase percentage of registered dentists that become members of ADA NSW.
- ▶ Maintain the diversity in our revenue streams.
- ▶ Develop and maintain partnerships.