



AMA Queensland

# Strategic Plan 2024-26

*Supporting Queensland doctors,  
creating better health*

[amaq.com.au](http://amaq.com.au)





## Vision

Our vision is to be Queensland's most trusted, influential, and engaged medical professional body.

## Purpose

Our purpose is to deliver strong medical leadership and support for our members through health advocacy that delivers better health outcomes for all Queenslanders.

## Values

We are committed to respectful relationships with our valued members and stakeholders. Our business activities and operations are underpinned by good governance and sustainable practices. We will:

- ▶ be member-focused and the voice of doctors,
- ▶ remain independent and trusted,
- ▶ be ethically and morally astute, and
- ▶ be socially and sustainably responsible.

## Pillars

We achieve our purpose through five strategic pillars (SP).

- SP 1. Member Support**
- SP 2. Engagement and Communication**
- SP 3. Growth and Commercial Sustainability**
- SP 4. Environmental, Social and Governance (ESG)**
- SP 5. Innovation and Technology**



# SP 1. Member Support

## Actions

- 1.1.** Support members' health and wellbeing.
- 1.2.** Provide high-quality products and services.
- 1.3.** Monitor issues that affect members and respond accordingly.
- 1.4.** Provide strong workplace and industrial relations advice, support, and services with our union partner, ASMOFQ.
- 1.5.** Provide professional opportunities and training.
- 1.6.** Deliver an events program that celebrates, educates, connects, and inspires the medical profession.
- 1.7.** Ensure our policy and advocacy is member-led and member-focused.
- 1.8.** Facilitate effective member consultation.
- 1.9.** Champion regional and rural members and advocate on issues facing their communities.
- 1.10.** Support the psychosocial health, safety, and wellbeing of our team.



## SP 2. Engagement and Communication

### Actions

- 2.1.** Solidify a strong brand identity.
- 2.2.** Utilise bidirectional and diverse digital strategies, platforms, and channels.
- 2.3.** Survey members and non-members regularly to assess priorities and expectations.
- 2.4.** Promote the benefits and value of membership.
- 2.5.** Elevate our public profile and advocacy work within the profession, government, and the community.
- 2.6.** Promote and celebrate our wins and achievements.
- 2.7.** Deliver member-led public health campaigns.
- 2.8.** Build and strengthen alliances and collaboration with key stakeholder groups.
- 2.9.** Promote our *Advocacy Priorities 2024-26*.



## SP 3. Growth and Commercial Sustainability

### Actions

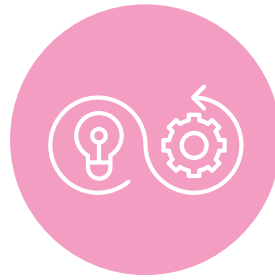
- 3.1.** Develop new approaches to grow and retain membership and reduce fees.
- 3.2.** Align growth and commercial sustainability opportunities with our values.
- 3.3.** Evaluate and develop commercial opportunities.
- 3.4.** Establish strategic partnerships that create and support commercial growth.
- 3.5.** Identify new funding opportunities and diversify revenue sources.
- 3.6.** Expand Business Support Services for the medical and wider business community.



## SP 4. Environmental, Social and Governance (ESG)

### Actions

- 4.1.** Foster a healthy, respectful, and inspiring corporate culture.
- 4.2.** Regularly review governance processes and procedures.
- 4.3.** Align our environmental, social, and economic sustainability policies to a broader sustainable framework.
- 4.4.** Embed sound, evidence-based, and efficient governance and work practices and policies that meet the expectations of regulatory bodies.
- 4.5.** Identify and address waste, inefficiency, and duplication.
- 4.6.** Invest in relevant professional education.
- 4.7.** Reflect equity and diversity principles and representation in policies, practices, and opportunities.
- 4.8.** Provide strong advocacy for Close the Gap initiatives for First Nations people.
- 4.9.** Develop a Reconciliation Action Plan.
- 4.10.** Promote AMA Queensland Foundation objectives.



## SP 5. Innovation and Technology

### Actions

- 5.1.** Explore innovation and technology opportunities for our members.
- 5.2.** Review and implement contemporary IT infrastructure and systems to improve communications, sustainability, and efficiencies.
- 5.3.** Deploy IT systems that optimise cyber security.
- 5.4.** Research opportunities and data to inform decision making.



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