

Strategic Plan 2021

Looking to the Future

Background

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 2021.

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 running of ADONZ B. Spreadsheet for running of Conference C. Spreadsheet for running of Graduation	Five spreadsheets in place to monitor core areas: overall budget, conference, graduation, 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 is a challenge. Looks at ways of adding value to sponsors and research fresh alternatives to existing sponsorship model.	Ongoing

Strategic Goal Two - Membership

Maintained approach to growing membership numbers and benefits.

Strategy	Status	Outcome
2.1. Continue to work with website developer Mantis Digital to keep website up to date, including add security measures.	New website launched Nov 2019.	Ongoing
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, 629 likes at time of printing (an increase of 6% vs last year). Aim to utilize the existing Facebook tool more effectively before introducing Instagram.	Facebook established, interest growing.
2.3 Promote advantages of a Dispensing Optician. Market DOs to NZAO and business owners to educate on benefits of having DO in practice	DO pamphlet redesigned to match new website Keep up to date with digital dispensing tools. Create market awareness of our occupation. Work with Careers NZ Work with NZAO started in 2021	DO pamphlet complete Others Ongoing
2.4 Create a professional marketing plan	Part of long term plan, will proceed as funds allow.	Expense on hold due to Covid
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	Ongoing
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 Highly active in 2020/2021 for MOH Covid updates

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. Reduce website & print costs by introducing app.	Done Ongoing Revision App started 2019
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.	Done Ongoing Revision
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 E-News. Sponsor exposure is proportionate to value of donation. Introduced advertising option on conference app in 2021 and sponsorship of catering (tea breaks, coffee cart).	Ongoing