



AUSTRALIAN
CHIROPRACTORS
ASSOCIATION

Strategic Plan 2021



OUR DEFINITION

Australia's peak member-based association for chiropractors and the chiropractic profession.



OUR VISION

More Australians value and experience chiropractic care for their health and wellbeing.



OUR PURPOSE

To lead the chiropractic profession and support members in the provision of excellence in person-centred chiropractic healthcare.

OUR OBJECTS

The objects of the ACA are to:

a.

promote, foster and protect the practice of chiropractic;

b.

Improve the health of Australians particularly through the advancement of the practice of chiropractic;

c.

promote and maintain the professional and ethical standards of chiropractors; and

d.

advocate for, promote and defend/protect the interests of members and the chiropractic profession.

OUR PILLARS

In order to achieve our vision, ACA will:

Advocate as the voice for the chiropractic profession;

Develop and promote **professional standards** for chiropractors;

Provide **services** to support members professionally and increase membership;

Promote spinal health awareness and public understanding of the benefits of chiropractic care;

Advance **research** and build evidence base of chiropractic practice; and

Govern and manage the association to best practice.

OUR ACTIVITIES

The activities supporting our pillars:

Advocate as the voice for the chiropractic profession:

- Lead, develop and influence policy to highlight the value of good neuro-musculoskeletal health and the benefits of chiropractic care.
- Maintain representation and build influence at all key forums.
- Develop and deepen relationships with stakeholders and counterparts across Australia and internationally.
- Develop and support members for a systems approach to national and local advocacy.
- Use relevant and appropriate data to drive credibility.
- Improve organisation brand with government and authorities.

Develop and promote professional standards for chiropractors:

- Support and promote established quality frameworks based on national health standards.
- Develop ACA quality care statements and practice guidelines.
- Facilitate structured skills development pathways for members.
- Foster clinical practice groups and communities of practice to support specific interests.

Provide services to support members professionally and increase membership:

- Provide advice, services and resources to support members in their professional needs nationally.
- Deliver annual accessible program of events and CPD. Develop leadership and mentoring programs.
- Support member wellbeing in programs.
- Partner with businesses to offer products and services.
- Communicate with members via various media channels.
- Retain members and increase recruitment.
- Analyse and address member segment and geographical needs.

Promote spinal health awareness & public understanding of the benefits of chiropractic care:

- Advance public engagement through initiatives eg "Consider a Chiro" framework.
- Participate in, influence and promote appropriate government and stakeholder initiatives.
- Improve collaboration with other health professions to aid chiropractic care integration.
- Enhance and leverage relationships and endorsements with commercial partners.
- Improve ACA brand and reputation of members.
- Foster, develop and navigate media coverage.

Advance research and build evidence base of chiropractic practice:

- Foster competency, capacity and confidence in practice-based chiropractic research.
- Encourage peer reviewed research on chiropractic care.
- Advance the Australian Chiropractic Education & Research Fund (ACERF).
- Encourage inclusion and collaboration in external research opportunities eg Medical Research Future Fund.
- Develop collaborative partnerships with organisations with similar research interests.

Govern and manage the association to best practice:

- Review governance processes and implement findings.
- Develop high performing organisational resources and culture.
- Operate with environmental, social and governance responsibility, diversity and inclusion.
- Manage association finances, investments and property sustainably.
- Implement risk identification and mitigation framework.
- Implement contemporary technology platforms.
- Advance processes to seek stakeholder feedback.
- Consider workplace suitability.