

NZMA STRATEGY 2019-2024

Mission Statement

To provide leadership of the New Zealand medical profession and promote:

- professional ethics, unity and values, and
- the health of all New Zealanders.

Vision Statement

The NZMA is recognised as:

- the voice of all doctors
- an adaptive and agile organisation
- best able to respond to our changing environment
- authoritative such that our opinion is deliberately sought.

STRATEGIC GOALS

Membership

- retain
- increase

Relationships

- politicians - cross government
- health organisations and groups
- key opinion leaders
- community / patients

Voice

- effective
- heard

Leadership

- social and environmental
- health determinants
- ethical
- health and health system

Knowledge

- sector intelligence
- analytic performance
- guiding lens - quality and ethical health

DRIVERS

United membership

Communications

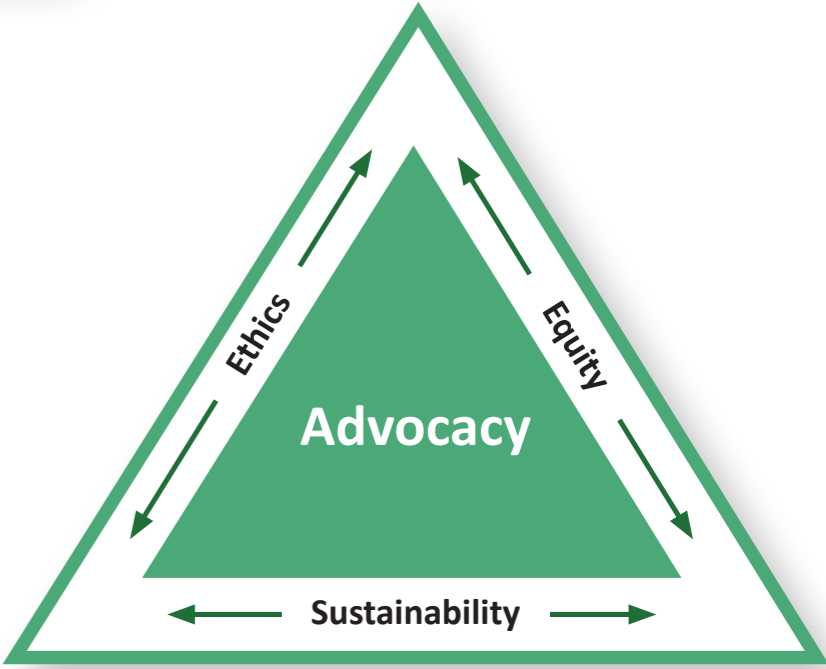
Income

Marketing

Internal leadership

Access to expertise

Dissemination



Key Advocacy Areas

- Sustainability - economic, social, environment
- Primary prevention - environments, exercise, mental health
- Workforce - IMGs, retention, distribution (vocational / geographic), bullying, wellbeing, whole health workforce
- Health as an investment - funding, structure, system design

Good health contributes to - economic benefit, wellness and happiness (individual, family, community), autonomy, empowerment, reaching and maintaining our potential.