

Strategic Plan 2025-2028



VISION

A thriving veterinary profession

PURPOSE

Building a vibrant future for veterinary professionals

GOAL 1

Champion the Profession



- 1.1 Drive advocacy and policy to advance issues of importance to the profession.
- 1.2 Raise public awareness of the value, diverse and vital role of the veterinary profession in community, animal health and wellbeing.
- 1.3 Be the trusted voice for government and media on profession-related issues.

GOAL 2

Advance Professional Excellence



- 2.1 Provide technical and scientific guidance and knowledge to support the profession.
- 2.2 Leverage partnerships with external providers to deliver high-quality education.
- 2.3 Deliver strategic CPD to address education gaps.

GOAL 3

Empower Connectivity



- 3.1 Enable networks that facilitate strong professional collegiality and connections.
- 3.2 Support early-career veterinarians in their transition into the profession.
- 3.3 Address issues within the profession affecting mental health and wellbeing.

GOAL 4

Deliver an Exceptional Experience



- 4.1 Deliver a seamless, efficient, user-friendly experience by modernising business rules, processes, and digital ecosystems.
- 4.2 Advance a relevant, contemporary and inclusive membership model and governance structure.
- 4.3 Cultivate a purposeful and collaborative culture.