



# AVA Advocacy Business Plan 2024

The plan focuses on the projects that are planned to be undertaken in 2024. It sits within the broader context of the AVA Advocacy framework. The first pages detail key multi-year strategies and frameworks that guide the adoption of projects on an annual basis. These include:

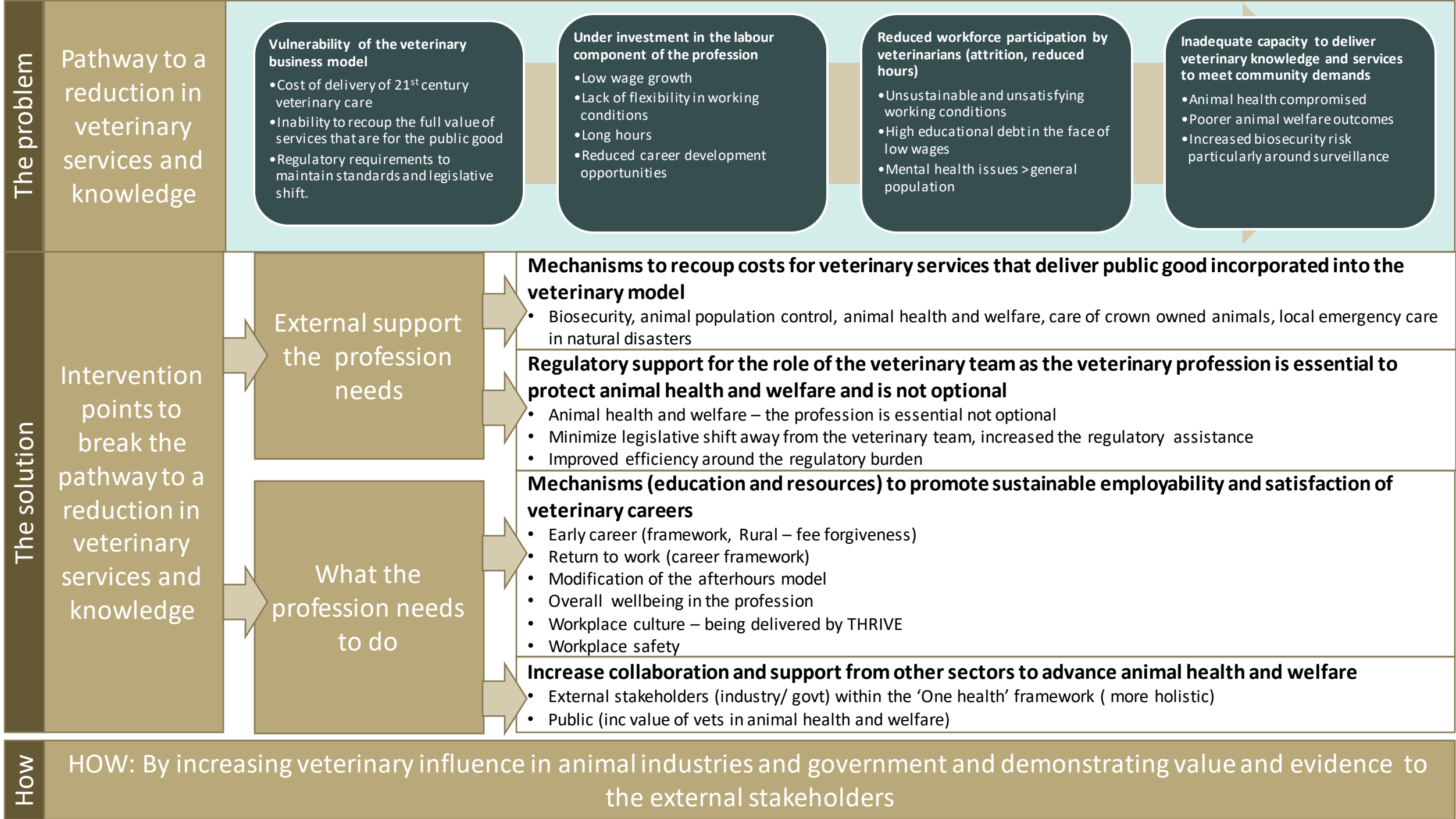
- AVA Strategic Plan
- Overarching framework for the wellbeing and sustainability issues that the veterinary profession faces.
  - This consists of:
    - The problem: a historic and ongoing pathway to a reduction in veterinary services
    - The solution: intervention points to counteract the reduction in veterinary services.
  - This framework recognises that we achieve change in this by increasing veterinary influence in animal industries and government and demonstrating value and evidence to the external stakeholders

The plan sets out a series of projects aimed at addressing this and the actions to be taken in 2024 to progress these projects.

Finally, the plan sets out the organisation's approach to responsive advocacy and key stakeholder engagement.

# AVA Strategic Plan 2022-2024 – extracts

Goals	New/improve	Initiatives	Measure of Success	Member Value Proposition
Lead: Our goal is to be acknowledged as the peak association for all veterinarians	New initiative	Advocacy to maintain and improve the value of veterinarians	<ul style="list-style-type: none"> <li>• Delivery of the advocacy priorities as agreed in the AVA Advocacy Plan</li> <li>• A thought leader on veterinary and animal welfare</li> </ul>	Proactively influencing the future of the profession
Lead: Our goal is to be acknowledged as the peak association for all veterinarians	New initiative	Advocacy to improve workforce sustainability	<ul style="list-style-type: none"> <li>• Government understanding the need for a workforce plan</li> <li>• Increased government support for the profession</li> <li>• Compensation for the public good that veterinarians deliver</li> </ul>	Proactively influencing the future of the profession
Lead: Our goal is to be acknowledged as the peak association for all veterinarians	New initiative	Recognition of the whole veterinary team in the provision of veterinary services through improved regulation	<ul style="list-style-type: none"> <li>• Sector wide agreement on the regulation of the veterinary team</li> <li>• Advocacy to regulatory bodies for a national approach to regulation of the veterinary team</li> </ul>	<ul style="list-style-type: none"> <li>• Competing on a level playing field if everyone is regulated</li> <li>• Everyone working to their full scope of competency</li> </ul>
	Keep improving	Veterinary focused policies	<ul style="list-style-type: none"> <li>• Recognition and use of AVA policies by external stakeholders</li> </ul>	To inform policy development you need to be a member
Promote: Our goal is to increase the awareness of what the AVA does for veterinarians, and increase awareness of the importance of veterinarians to the public and governments	New initiative	Promote the broad range of activities and the value of the veterinary profession to the public	<ul style="list-style-type: none"> <li>• Increased awareness of the profession in the public</li> <li>• Incorporation of public facing work into advocacy activities</li> </ul>	Greater awareness and understanding of the profession and its importance to the community means the community may advocate on our behalf
	Keep improving	Our dialogue and engagement with governments	<ul style="list-style-type: none"> <li>• Quantity and quality of government stakeholder engagements and achievements against advocacy goals</li> </ul>	Our voice is heard
	Keep improving	Our interaction with media	<ul style="list-style-type: none"> <li>• Quantity and quality of media metrics</li> </ul>	Our voice is heard
Engage: Our goal is to better engage with the veterinary profession and key stakeholders	New initiative	Greater diversity and inclusion within the AVA and advocate for greater diversity and inclusion in the profession	<ul style="list-style-type: none"> <li>• Diversity of the AVA that better reflects the Australian community</li> </ul>	An association that supports member diversity and is inclusive of all



# Mechanisms to recoup costs for services that deliver public good incorporated into the veterinary model

## Objective

- Increase the awareness of the amount of public good that is being delivered by the private veterinary sector, and how it is contributing the fabric of society.
- Advocate for mechanisms to be put in place to at a minimum recoup costs of key veterinary services that deliver public good.

## Strategic Projects for 2024

- Increase external stakeholder awareness of the role of animals and the importance of vets in society (one health/ one welfare concept)
  - Submissions election platforms, pre-budget submissions, participation in inquiries, involvement in external working groups/ organisations, relationship building, media (earned and proactive) (BAU activity)
- Continue to build awareness within the profession of what public good is and the need to recoup costs associated with it
  - Submissions election platforms, pre-budget submissions, participation in inquiries, involvement in external working groups/ organisations, relationship building, media (earned and proactive) (BAU activity)
- Data collection quantifying the \$\$ value of the cost of delivery of public good provided to the community by veterinary services
  - Survey collecting data on unpaid and discounted vet service to provide evidence ( \$\$ value) of the amount of public good that is being delivered by the private veterinary sector (ongoing)

# Regulatory support for the role of the veterinary team as the veterinary profession is essential to protect and advance animal health and welfare, and is not optional

## Objective

- Increase awareness that to protect and advance animal health and welfare veterinary expertise must be included where animals are involved.
- Advocate to regulators that community trust and safety around animal health is through provision of veterinary services by a regulated veterinary team.

## Strategic Projects for 2024

- Embedding veterinary technical expertise into government & industry groups that make decisions that impact animals (eg biosecurity legislation, animal welfare standards, veterinary medicine regulation etc) to demonstrate the value of the veterinary profession (BAU activity)
- Response to a broad portfolio of govt inquiries and consultation processes (BAU activity)
- Advocate to external stakeholders that legislative reform is required (ongoing)
- Support the work of AVBC and VNCA in developing and implementing framework for regulation of para-professionals (ongoing)
- Building relationships with key external stakeholders who can influence legislative reform (MPs) (ongoing)

# Mechanisms (education and resources) to promote sustainable employability and satisfaction of veterinary careers

## Objective

- To develop mechanisms to improve sustainability and satisfaction of veterinary roles. Including adoption of education fee forgiveness for veterinarians and inclusion of the veterinary profession in programs that provide support to professions rurally.

## Strategic Projects for 2024

- Campaign around education fee forgiveness federally and state based (ongoing)
- Campaign at local, state and federal levels for inclusion of the veterinary profession into schemes that encourage rural participation (ongoing)
- Afterhours
  - Survey of members on after-hours service approaches (new)
- Communicate the AVA related programs that are in place related to sustainable employability and career satisfaction to external stakeholders (ongoing)
- Data collection
  - Workforce survey - to understand the current state in 2024 (ongoing)
  - Continued collaboration with AVBC to advocate and instigate a national data collection system (ongoing)

# Increase collaboration and support from other sectors to advance animal health and welfare

## Objective

- A coalition of supporters that will communicate the message that the provision of veterinary services to the community is essential not optional to protect and advance animal health and welfare.
- AVA is recognised as the peak organisation for veterinary technical expertise.

## Strategic Projects for 2024

- Embedding veterinary technical expertise into government & industry groups that make decisions that impact animals (eg biosecurity legislation, animal welfare standards, veterinary medicine regulation etc) to demonstrate the value of the veterinary profession (BAU activity)
- Response to broad portfolio of govt inquiries and consultation processes (BAU activity)
- Development of Antimicrobial Prescribing Guidelines (beef/equine) (ongoing)
- Ongoing review and development of AVA policies and technical guidelines (BAU activity)
- Development of Vet futures Australia as the external facing group of the key participants of the profession to communicate to decision makers (ongoing)
- Develop white paper around the veterinary work force in all sectors to commence discussion and build support from external group (new)
- Socialising the paper “Declining engagement of veterinary services in Australian animal production systems: why has this occurred and what are the risks.” with key stakeholders (extension from 2023 project))
- Advocacy for the role of the veterinary profession in emergency response – disaster or disease (ongoing)
- Building relationships with key MPs (ongoing)

# Advocacy management activities

Advocacy management activity	Brief description
2024 Advocacy business plan	Development of the plan
Committee & Forum	Support for the Advocacy Forum
Member communications	Communications to members on advocacy activity. Continued curation and refinement of information to inform members and to assist them in distribution of information.