



# AVA National Advocacy Annual Plan 2022

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## 1. Introduction

“Your professional partner – championing and empowering the veterinary profession to thrive by providing a voice, education, community, and support.”

The AVA Member Value Proposition research in 2020 clearly indicated that advocacy is a core service of the AVA and a key part of our engagement with the profession. The views of members prioritised both advocacy and the need to proactively raise the profile of the profession.

Members have indicated they would most like to see the AVA take leadership on:

- Professional issues – economic sustainability; workforce sustainability and addressing the mental health crisis and wellness.
- Legislative and policy issues, harmonisation of legislation protecting prescribing rights; protecting restricted acts of veterinary science.
- Animal welfare issues.

2022 provides a unique political opportunity as there will be a Federal Election and a number of state elections. It provides a real opportunity for the organisation to align the aspirations of the profession with the national and State policy agendas. AVA has strategically set up an enhanced advocacy capability at the right time. This plan highlights how that enhanced capability will be operationalised over the next twelve months to deliver better outcomes for members.

To do this, AVA needs to increase its reach and coverage from narrow policy portfolios to the mainstream. This requires mapping AVA’s advocacy aspirations to the policy agenda of political parties leveraging opportunities where there is alignment. AVA has prepared a pre-Budget submission and Election Platform that have used this approach. Both of those documents were informed by the background work that has gone into developing this 2022 Advocacy Plan.

The very nature of advocacy has also changed in recent years. No longer is a meeting with a Minister a ticket to an advocacy win. Advocacy now encompasses campaigns to garner support and to influence politicians and public servants alike. AVA will build a comprehensive advocacy toolkit to operationalise its agenda using evidence. We will also partner with likeminded groups and stakeholders as well as engage with opinion leaders and decision makers through campaigns and meetings.

The overarching organising principle behind the campaigns and this advocacy plan is to elevate the profile of the profession while making this important policy relatable to the wider community.

The 2022 AVA Advocacy Plan draws on a wide body of research and feedback within and around the AVA. These include:



RESEARCH (MEMBER VALUE PROPOSITION RESEARCH AND SUPERFRIEND RESEARCH)



AVA ADVOCACY FORUM



AVA POLICY COUNCIL



AVA WORKFORCE SUSTAINABILITY WORKING GROUP



MEMBER ENGAGEMENT WITH GROUPS AND VOLUNTEERS

From this, two key goals of advocacy have been identified. Firstly, improving the value that veterinarians provide to the community including animals and second, building an environment where the veterinary workforce is sustainable in terms of numbers, skills, and wellbeing. .



The profession is highly respected, yet critically undervalued both socially and economically. This has been the case for many years, however the cumulative effects of this, coupled with the impact of the COVID-19 pandemic, have brought the profession to a crisis point.

Meeting and resolving these challenges with long-term solutions will take a whole of profession approach. The AVA 2022 Advocacy Plan aims to build the foundation that will underpin the development of long-term solutions to this crisis.

We must maintain and enhance the value of the profession in the eyes of the public, industry, and decision-makers, and we need to ensure that this value is recognised through real investment in the profession so that it can thrive.

## 2. Our goals

Our goals are twofold and align with the key themes identified above. To maintain and enhance the value of the profession and to see that value realised in investment in the profession that enables it to thrive.

### Goal 1 - Maintain and enhance the value of profession.

Veterinary professionals are highly regarded and trusted in our community. The value that the profession provides to our society and its animals is multifaceted.

Articulating that contribution, properly valuing it, identifying where society draws value from the profession, and how the value of the profession can be improved. The components of this goal are:

- Promoting the value of veterinarians to the wider community, stakeholders and decision makers
- Elevating the role of the veterinary profession in animal health and welfare.
- Maintaining the integrity of the regulated role of veterinary professionals, whilst advocating for a rational and consistent regulatory regime for the profession.

The 'value' elements of this goal are linked to a series of objectives which are served by projects – each aimed at maintaining and enhancing the value the veterinary profession. Aspects include articulating in clear ways, for a range of audiences (including public, industry, and decision-makers), the financial and social capital we create, and setting the foundation for advocacy to see a greater amount of that value invested back in veterinarians to ensure a thriving profession.

## Goal 2 – Achieve workforce sustainability and improve wellbeing

The under-investment in the labour component of the profession over decades has led to significant workforce and wellbeing issues.

The workforce sustainability and wellbeing challenges include:

- Setting the next generation of veterinarians up for success
- Growing the market for veterinary business while elevating workforce sustainability and wellbeing.
- Advance the wellbeing of all in the veterinary profession.

### 3. Objectives

We have detailed seven objectives to allow the AVA to deliver its mission. These objectives have clear aims, messages and projects that designed to meet these objectives. The messaging associated with each objective will be used to communicate with our external stakeholders

#### Objective 1. Addressing the mental health crisis in the veterinary profession

This objective deals with the cumulative impact of ignoring the wellbeing of the veterinary profession over many years. Recognising and addressing the mental health crisis that the profession experiences is a key foundation to the longer-term goal of building strong positive wellbeing. The extent of the mental health crisis was highlighted in a major report that the AVA commissioned in 2021.

#### *Key messaging*

Even prior to the onset of COVID 19, there were considerable wellness problems across a number of sectors in the veterinary profession. Research shows that the profession experiences suicide rates of four times those of the general population. COVID 19 has exacerbated mental health issues within the profession. In the AVA-commissioned report by Superfriend, it was found that the issue needs to be addressed on multiple fronts, including financial stress, working conditions, and client relations. AVA has already made a significant investment in research and support services for veterinarians suffering mental health issues and will be seeking further government support over the next 5 years to implement the findings of the research.

#### *Related projects*

Issue	Outcome sought	Key Actions
<b>Wellbeing</b>	A whole of profession approach to meet the wellbeing challenges within the veterinary workforce.	<ul style="list-style-type: none"><li>• Development of a well-being strategy for the profession.</li><li>• Seek funding in Federal Pre-budget submission and Election Platform and call for a new Assistant Minister for Wellness.</li></ul>
<b>Veterinary practice and social work</b>	Raise awareness within the profession on social work in veterinary practice	<ul style="list-style-type: none"><li>• Member targeted information and encouragement of discussion</li></ul>

Issue	Outcome sought	Key Actions
<b>Live export shipboard safety</b>	Improved training on shipboard safety for AAVs and a clearly understood processes for veterinarians to provide feedback to authorities on shipboard safety concerns.	<ul style="list-style-type: none"> <li>• Meeting with AMSA</li> <li>• Report published</li> </ul>

## Objective 2. Making veterinary services more economically sustainable and accessible

The veterinary profession contributes a great deal to society and the AVA is undertaking a project to provide clear data around the economic and social contributions the profession makes. When the value of this can be clearly articulated, initiatives to make veterinary services more economically sustainable and accessible will be able to be easily justified. Examples of initiatives that will be put forward include:

- Funding for payment to veterinarians who provide assistance in disaster situations
- Pet insurance subsidisation

### *Key messaging*

The veterinary profession contributes a great deal to society. As one example, members of the profession bear significant economic costs in maintaining animal health and welfare for the overall community, particularly through provision of “in kind” labour. A natural result of under-investment in labour is prolonged inadequate remuneration for highly skilled work. This environment leads to staff shortages. Evidence shows that these shortages in the veterinary sector are experienced across all cohorts rurally, regionally, in metropolitan areas and amongst early career veterinarians.

### *Related projects*

Issue	Outcome sought	Key Actions
<b>Value of veterinary practice</b>	Research and compile an evidence-base showing the public benefits derived from private veterinary animal health services in Australia.	<ul style="list-style-type: none"> <li>• An initial investigation into the broad contribution of the veterinary profession to Australia.</li> <li>• Identification of significant gaps in valuation of economic and social veterinary contribution to society</li> <li>• Identification and cost of key market failures</li> <li>• Identify policy responses to assist</li> </ul>
<b>Disaster response funding</b>	Funding for payment to veterinarians who provide assistance in disaster situations	<ul style="list-style-type: none"> <li>• Federal Pre-budget submission and Election Platform</li> </ul>
<b>Reducing red-tape and harmonisation of regulation</b>	See Objective 4	

### Objective 3. Workforce sustainability

Workforce sustainability rests on a range of factors, including:

- Setting the next generation up for success
- Economic sustainability (Macro & Micro)
- Impact on veterinary well-being/people
- Public expectation and appreciation

This objective addresses the first, second and fourth points here (the third objective is dealt with in objective 1). Part of this objective is also to improve data collection and understanding of the workforce issues that the profession is facing.

#### *Key messaging*

Education and training are an important medium-term strategy to help tackle labour market shortages. There are marked labour shortages in all sectors of the profession, particularly early career, rural and regional veterinarians. Without veterinarians in rural and regional areas Australia risks security of food production and elevated bio-security risks.

Veterinary education is expensive to deliver and student experiences particularly in the rural and regional sectors come at an increasing cost to both veterinary students and the veterinary profession. This results in fewer graduates working in rural and regional areas. Given the importance of the veterinary profession to society and the role the profession plays in biosecurity, food security, human health and well-being, it is critical that veterinary positions in rural and regional Australia can be filled.

It is well understood that attrition is an issue in the veterinary profession. Low rates of pay compared to other professions such as medicine, engineering, dentistry<sup>1</sup>, significant educational debt and difficult working conditions combine to make the industry an unattractive one financially to remain in long-term. There is a significant attrition rate in the profession during the first ten years of practice. It is recognised that along with remuneration, factors such as the workplace environment and career opportunities contribute to decision by veterinarians to leave the profession.

The profession is concerned that the community does not understand the contribution of the veterinary profession and it is essential this rectified. To achieve this evidence on the workforce sustainability of the profession is essential.

#### *Related projects*

Issue	Outcome sought	Key Actions
<b>Rural bonding scheme</b>	Rural placement incentives scheme for graduate veterinarians to assist in the shortage of rural veterinarians.	<ul style="list-style-type: none"><li>• Seek funding in Federal Pre-budget submission and Election Platform</li></ul>
<b>Competency framework &amp; career path</b>	A competency framework that can be used as a career path and benchmarking tool (within the profession and external to the profession) for remuneration and skills.	<ul style="list-style-type: none"><li>• Development of competency framework.</li><li>• Scope will depend on funding success</li></ul>

<sup>1</sup> [https://www.qilt.edu.au/surveys/graduate-outcomes-survey--longitudinal-\(gos-l\)#anchor-2](https://www.qilt.edu.au/surveys/graduate-outcomes-survey--longitudinal-(gos-l)#anchor-2)

Issue	Outcome sought	Key Actions
<b>Fee survey</b>	Publication of a fee survey to members.	<ul style="list-style-type: none"> <li>• Development and Conduct of survey</li> <li>• Report</li> </ul>
<b>Workforce survey – longitudinal survey results analysis</b>	With several years of data now accumulated in the AVA Workforce Surveys, there is an opportunity to consider longitudinal research questions that will provide useful information for the development of workforce strategies.	<ul style="list-style-type: none"> <li>• Identification of research questions</li> <li>• Development of grant criteria</li> <li>• Opening of grant applications</li> <li>• Assessment of grant applicants and decision of successful applicant.</li> </ul>
<b>2023 Workforce survey</b>	Preparation of survey content ready for 2023	<ul style="list-style-type: none"> <li>• Review of survey instrument with respect to: <ul style="list-style-type: none"> <li>○ Optimising for longitudinal analysis</li> <li>○ Potential incorporation salary survey data</li> <li>○ Potential incorporation of Competency Framework</li> </ul> </li> </ul>
<b>Public awareness – Pilot (#GratefulForOurVets)</b>	Establishment of the #GratefulForOurVets hashtag and associated messaging within social media.	<ul style="list-style-type: none"> <li>• Commence campaign with internal resources</li> </ul>
<b>Public awareness – long-term campaign</b>	Develop a longer term structured and strategic community education campaign with clear objectives, deliverables, and success factors.	<ul style="list-style-type: none"> <li>• Investigate external providers with expertise in behavioural science</li> <li>• Investigate appetite for collaborative approach across a range of organisations who would benefit</li> </ul>

#### Objective 4. Promote Effective Regulation

Veterinary regulation sits across both the goals of ‘maintaining and enhancing the value of the Profession’ and ‘working towards workforce sustainability and wellbeing’. From the former perspective, it is crucial in maintaining the integrity of veterinary practice and ensuring the veterinarians’ place in animal health and welfare. From the latter perspective, it is important that the level of regulation is manageable within the environment that the veterinary business model operates and financially sustainable for animal owners– regulation cannot be so onerous and unaffordable that the sustainability of the profession is put at risk



### Key messaging

Effective regulation protects the public and animals who rely upon the veterinary profession. It is in the interest of all veterinarians that this regulation is rigorous. Veterinarians themselves play a key role in this – the veterinarians who serve on veterinary practice boards are the peers who, in consultation with the wider profession, set the standards of practice.

Regulation also needs to be efficient. Costs of regulation are inevitably born by the consumers who need veterinary care for their animals. Care must be taken to ensure that regulation not excessively onerous on veterinary businesses to assist in the affordability and accessibility of quality veterinary services.

### Related projects

Issue	Outcome sought	Key Actions
<b>AVA Key Principles for Veterinary Legislation</b>	This document guides AVA policy on veterinary practice legislation. It was developed in 2012 and re-endorsed in 2017. It is timely that the document be reviewed.	<ul style="list-style-type: none"><li>• Review of AVA Key Principles for Veterinary Legislation</li></ul>
<b>NT Veterinary Act</b>	Implementation of National Recognition	<ul style="list-style-type: none"><li>• Lobbying to have the review of the Act progressed.</li><li>• Input into review process</li></ul>
<b>WA Veterinary Practice Regulations</b>	Objectives in line with the AVA submission on the Act Review	<ul style="list-style-type: none"><li>• Lobbying Minister</li><li>• Working with Govt Dept</li></ul>
<b>SA Veterinary Practice Bill</b>	Removal of requirement for the presiding member to be a lawyer, addition of a requirement to work positively with other jurisdictions, and other issues set out in the AVA submission	<ul style="list-style-type: none"><li>• Lobbying Minister and Shadow Minister</li><li>• Election Platform</li></ul>
<b>NSW Veterinary Regulations</b>	Key objectives currently being developed	<ul style="list-style-type: none"><li>• Participation in initial review process</li></ul>
<b>VIC Prevention of Cruelty to Animals Act</b>	Incorporation of 'Acts of Vet Science' in the Prevention of Cruelty to Animals Act	<ul style="list-style-type: none"><li>• Lobbying at various levels.</li></ul>
<b>Other veterinary legislation</b>	Other jurisdictions may initiate changes to veterinary legislation during the year	<ul style="list-style-type: none"><li>• Assess and respond as required</li></ul>

### Objective 5. One Health

The interdependent nature of human, animal, and environmental health means that the veterinary profession adds enormous value to the broader health sector. It also means that veterinary involvement is crucial to ensure that regulation that flows through to the veterinary sector is fit for purpose and effective in supporting animal, human and environmental health

### Key messaging

Animal health, human health and environmental health are inextricably intertwined and interdependent. The health of one affects the health of all. The COVID-19 pandemic – a human health crisis of likely animal origin – has underlined the importance of the One Health concept.

An Australian One Health framework for Disease Prevention and Control – similar in concept to the Center for Disease Control (CDC) in the US and other nations - is needed for prevention and response to future pandemics, antimicrobial resistance (AMR), and new and emerging infectious diseases such as Hendra virus. This will provide cost effective management of communicable and non-communicable diseases as well as other problems with local, regional and global impact. It will also place the profession within this framework.

*Related projects*

Issue	Outcome sought	Key Actions
<b>Australian One Health framework</b>	An Australian One Health framework for disease surveillance, prevention and control – similar to the Center for Disease Control (CDC) in the US and other potential models	<ul style="list-style-type: none"> <li>• Lobby key stakeholders</li> <li>• Federal Election Platform and Pre-budget Submission</li> </ul>
<b>AMR</b>	Development of prescribing guidelines and development of a national surveillance system for AMR	<ul style="list-style-type: none"> <li>• Prescribing guidelines</li> <li>• Federal Pre-Budget Submission</li> </ul>

**Objective 6. Animal welfare**

From the consult room, contributions to policy and debate through to the Parliament, veterinary involvement at all levels animal welfare is crucial for positive outcomes for animals. This objective is about ensuring that veterinarians are at the table and provide a voice whenever animal welfare is considered. The projects related to these objectives are in addition to 'business as usual' animal welfare advocacy that are informed by AVA policies.

*Key messaging*

The veterinary profession are the leaders in animal health and welfare and involvement by veterinarians in animal industries is a key element underpinning the social licence of all animal industries to operate. Increasingly informed consumers and our international trading partners are demanding that animal health and welfare is prioritised in production processes. This, coupled with an improving understanding of the science behind animal welfare, points to the essential ongoing involvement of veterinarians as experts in the science and trusted by the community. The key result will be future-proofing Australia's access to markets for animal products. Veterinarians are advocates for animals and must be involved in key advisory and decision-making bodies regarding animal welfare.

*Related projects*

Issue	Outcome sought	Key Actions
<b>Animal welfare - Getting vets to the table – Political decision making</b>	Veterinarians are involved in key advisory and decision-making bodies regarding animal welfare.	<ul style="list-style-type: none"> <li>• Audit of existing representation of veterinarians</li> <li>• Identification of key gaps</li> <li>• Campaign to get veterinary involvement where it currently doesn't exist</li> </ul>

Issue	Outcome sought	Key Actions
<b>Animal welfare - Getting vets to the table – industry</b>	Veterinarian involvement in animal industries is recognised as a key element underpinning the relevant industry’s social licence to operate.	<ul style="list-style-type: none"> <li>• Messaging to Govt &amp; decision makers</li> <li>• Messaging to animal industries associations</li> <li>• Messaging to the public (as part of public awareness campaign)</li> </ul>
<b>Animal welfare - Getting vets to the table – individual animals</b>	There is veterinary involvement where the health and welfare of individual animals are dealt with.	<ul style="list-style-type: none"> <li>• Lobbying to maintain ‘acts of vet science’ (in line maintain regulatory integrity)</li> <li>• Lobbying for veterinary professional services to be paid as professional services and not voluntary or nominal.</li> </ul>

#### Objective 7. Climate change

Veterinarians, by way of their unique knowledge and expertise, are able to play a role in responding to the effects of climate change on animal health and welfare and should be involved in the adoption of measures to mitigate and adapt to climate change.

#### *Key messaging*

Australia committed to achieve a net zero greenhouse gas emission target by 2050 at COP26. Veterinarians are responsible for the welfare of animal sources of carbon emissions. Sector strategies on the transition to a net zero economy are required as a matter of urgency. The veterinary profession welcomes involvement in any sector strategy to provide input into innovative practices that reduce carbon emissions along with protecting the welfare of the animals that may be affected during the transition.

#### *Related projects*

Issue	Outcome sought	Key Actions
<b>Emissions reduction</b>	Sector-based emissions reduction transition strategies to be prepare by government and involvement of AVA in any working groups to progress the matter.	<ul style="list-style-type: none"> <li>• Federal Election Platform</li> </ul>

## 4. Stakeholder Engagement

The AVA maintains relationships with a range of key stakeholders. These are the decision makers, influencers and allies that are crucial to our advocacy efforts. These relationships are important to the AVA because:

- They are decision makers whose field impacts on veterinarians.
- They are potential allies in our advocacy activity.

- They have knowledge of issues that potentially affect veterinarians.

They are helpful in our advocacy campaigns or in our horizon scanning activity.

#### 4.1 The Opportunity – Elections

Elections (particularly at the State and Territory level) are an opportunity to focus the AVA’s advocacy activity and set an agenda for the coming parliamentary term. The activity process for each involves:

- Form advocacy priorities for coming government term
- Seeking meetings with Government and Opposition on issues
- Release Election Platform at ‘Flagfall’
- Post-election:
  - Reassess priorities in light of Election result
  - Meet with incoming Ministers

Election	Federal/State	Expected Date	Key Actions
<b>Commonwealth</b>	Federal	by 22 May	<ul style="list-style-type: none"> <li>• Pre-budget Submission (Budget expected 29 March)</li> <li>• Election Platform</li> </ul>
<b>South Australia</b>	State	19 March 2022	<ul style="list-style-type: none"> <li>• Election Platform</li> </ul>
<b>Victorian</b>	State	26 November 2022	<ul style="list-style-type: none"> <li>• Election Platform</li> </ul>
<b>NSW</b>	State	25 March 2023	<ul style="list-style-type: none"> <li>• Election Platform</li> </ul>

#### 4.2 The Stakeholders

To increase the organisation’s influence and credibility with external stakeholders, the AVA must conduct meetings in a professional manner, and to achieve a clear purpose that supports AVA strategic objectives. This list will continue being refined throughout the year with input from the Advocacy Forum, Advocacy Advisory Committee, and AVA Groups.

Key:

- HVPA – Head of Veterinary and Public Affairs
- NM-A&C – National Manager, Advocacy & Campaigns
- SAO – Senior Advocacy Officer
- EO – Executive Officer

Stakeholder	Jurisdiction	Type	AVA Representatives	Relationship Manager	Meeting frequency
<b>Prime Minister</b>	National	Political	Nat Pres, CEO & HVPA	NM-A&C	As needed
<b>Agriculture Minister</b>	National	Political	Nat Pres & HVPA	NM-A&C	Biannually
<b>Health Minister</b>	National	Political	Nat Pres & HVPA	NM-A&C	Biannually
<b>Environment Minister</b>	National	Political	Nat Pres & HVPA	NM-A&C	Biannually

Stakeholder	Jurisdiction	Type	AVA Representatives	Relationship Manager	Meeting frequency
Parliamentary Secretaries	National	Political	Nat Pres & HVPA	NM-A&C	Biannually
Opposition Leader	National	Political	Nat Pres & HVPA	NM-A&C	Biannually
Shadow Ministers	National	Political	HVPA	NM-A&C	Annually
Key cross-bench MPs	National	Political	HPVA	NM-A&C	Annually
Other MPs	National	Political	HPVA	NM-A&C	As needed
Premier/First Minister	State and Territory	Political	Division Pres & SAO	SAO	As needed
Agriculture Minister	State and Territory	Political	Division Pres & SAO	SAO	Annually
Health Minister	State and Territory	Political	Division Pres & SAO	SAO	Annually
Environment Minister	State and Territory	Political	Division Pres & SAO	SAO	Annually
Parliamentary Secretaries	State and Territory	Political	Division Pres & SAO	SAO	Annually
Opposition Leader	State and Territory	Political	Division Pres & SAO	SAO	Annually
Shadow Ministers	State and Territory	Political	Division Pres & SAO	SAO	Annually
Key cross-bench MPs	State and Territory	Political	Division Pres & SAO	SAO	Annually
Other MPs	State and Territory	Political	Division Pres & SAO	SAO	As needed
CVO	Commonwealth	Departmental	HVPA	HVPA	Biannually
CVO Office	Commonwealth	Departmental	VPA Team	NM-A&C	Biannually
CVO	State and Territory	Departmental	Division Pres & SAO	SAO	Annually
CVO Office	State and Territory	Departmental	SAO	SAO	Annually
Agriculture Dept	Commonwealth	Departmental	VPA Team	NM-A&C	Quarterly
Agriculture Dept	State and Territory	Departmental	SAO	SAO	Quarterly
APVMA	Commonwealth	Departmental	VPA Team	NM-A&C	Biannual
TGA	Commonwealth	Departmental	VPA Team	NM-A&C	As needed
Environment Dept	Commonwealth	Departmental	VPA Team	NM-A&C	Biannually
Environment Dept	State and Territory	Departmental	SAO	SAO	Biannually
Local Govt Dept	Commonwealth	Departmental	VPA Team	NM-A&C	Biannually
Local Govt Dept	State and Territory	Departmental	SAO	SAO	Biannually
Health Dept	Commonwealth	Departmental	VPA Team		Biannually
Health Dept	State and Territory	Departmental	SAO	SAO	Biannually

Stakeholder	Jurisdiction	Type	AVA Representatives	Relationship Manager	Meeting frequency
Radiation Protection Council	State and Territory	Departmental	SAO	SAO	As needed
Controlled Substances Committee	State and Territory	Departmental	SAO	SAO	As needed
AVBC	Commonwealth	Veterinary Regulation	Nat Pres & HVPA & AVBC Rep	HVPA	Quarterly and as needed
Veterinary Practice Board	State and Territory	Veterinary Regulation	Division Pre & NM-A&C	NM-A&C	As needed
VPB Presiding Member	State and Territory	Veterinary Regulation	Division Pre & NM-A&C	NM-A&C	Biannually
VPB Registrar	State and Territory	Veterinary Regulation	Division Pre & NM-A&C	NM-A&C	Biannually
Animal Health Australia	National	NGO	HVPA	NM-A&C	Biannually
NFF	National	NGO	Nat Pres, HVPA & relevant Production SIG Pres	NM-A&C	Biannually
Cattle Council Australia	National	NGO	ACV Pres & EO	ACV EO	Biannually
Sheepmeat Council	National	NGO	SCG Pres & EO	SCG EO	Biannually
Wool Producers	National	NGO	SCG Pres & EO	SCG EO	Biannually
Australia Pork Limited	National	NGO	APV Pres & EO		Biannually
Meat Livestock Australia	National	NGO	ACV/SCG Pres & EO	ACV EO	Biannually
Australian Wool Innovation	National	NGO	SCG Pres & EO	SCG EO	Biannually
ALEC	National	NGO	VPA Team & AAVs or relevant SIG	NM-A&C	Annually
Livecorp	National	NGO	VPA Team & AAVs	NM-A&C	Annually
VNCA	National	NGO	Nat Pres & HVPA	NM-A&C	Annual
VNCA	State and Territory	NGO	Division Pres & SAO	SAO	Annual
State Farmer Organisations	State and Territory	NGO	Division Pres & SAO	SAO	Annual
Animal Medicines Australia	National	NGO	Nat Pres & HVPA	NM-A&C	Annually and as needed
Thoroughbred Horses	National	NGO	EVA Pres & EO	EO	As needed

Stakeholder	Jurisdiction	Type	AVA Representatives	Relationship Manager	Meeting frequency
RSPCA	National	NGO	Nat Pres & HVPA	NM-A&C	Annual
AWL	National	NGO	Nat Pres & HVPA	NM-A&C	Annual
State Shelters	State and Territory	NGO	Division Pres & SAO	SAO	Annual
Racing Codes	National	NGO	EVA Pres & EO	EO	As Needed
PIAA			HVPA	NM-A&C	Biannual
PIFFA			HVPA	NM-A&C	Biannual
Australian Medical Association	National	NGO	Nat Pres & HVPA	NM-A&C	As needed
Aust Local Govt Association	National	NGO	Nat Pres & HVPA	NM-A&C	As needed
Local Govt Assn	State and Territory	NGO	Division Pres & SAO	SAO	As needed
Aust Inst. Animal Management	Nations	NGO	NM-A&C	NM-A&C	As needed
TAFE	State and Territory	NGO	Division Pres & SAO	SAO	As needed
NIAG	National	NGO	AVA NIAG Rep	NM-A&C	NIAG meetings
IAG	State and Territory	NGO	Division Committee member	SAO	As needed
Zoos	State and Territory	NGO	Division Pres & SAO	SAO	As needed
WWF	National	NGO	NM-A&C	NM-A&C	As needed
Wildlife organisations	State and Territory	NGO			As needed
Consumer Federation of Aust	National	NGO	NM-A&C	NM-A&C	As needed
Choice	National	NGO	HVPA	NM-A&C	As needed
Individual Local Governments	State and Territory	Local Govt	Division Committee & SAO		As needed
Australia Chamber of Commerce	National	NGO	HVPA	NM-A&C	Biannually

### Related projects

Issue	Outcome sought	Key Actions
<b>Increase knowledge of decision makers</b>	Awareness of the AVA and the value of the veterinary profession is increased amongst decision-makers.	<ul style="list-style-type: none"> <li>• Establishment of a database of Members of Parliament for communication purposes</li> <li>• Targeted information on the necessity for animal ownership and veterinary services is distributed to all Commonwealth, state and territory Members of Parliament.</li> <li>• Information for AVA Members to use in meeting with their local members of parliament</li> </ul>

## 5. Organisational capacity

Improving the AVA's organisational capacity for advocacy will help to build our effectiveness in advocating on behalf of the profession. Key areas are:

- Staff knowledge and experience
- Volunteer knowledge and experience
- Resources
- Relationships with external stakeholders
- Access and influence with decision makers
- Credibility & brand

The stakeholder relations plan in this document is aimed at improving the last three of these. A number of small projects are included here to help improve the others

### Related projects

Issue	Outcome sought	Key Actions
<b>AVA Advocacy section of the website</b>	Clear and easy access to current information on priority issues for stakeholders, volunteers, and staff	<ul style="list-style-type: none"> <li>• Review and reworking of advocacy section of the website</li> </ul>
<b>Advocacy and Policy Network</b>	A network of members able to assist in advocacy activities	<ul style="list-style-type: none"> <li>• Audit of relevant members' skills and SME</li> <li>• Update CRM</li> <li>• Identify and implement training opportunities.</li> </ul>
<b>AVA Staff</b>	An AVA staff team with the expertise to implement the advocacy plan	<ul style="list-style-type: none"> <li>• Skills gap analysis and staff development</li> </ul>
<b>Key collateral</b>	Reusable material containing easily digested information on the veterinary sector and the value that it provides.	<ul style="list-style-type: none"> <li>• Identification of key data</li> <li>• Development of reusable infographics.</li> </ul>



## 6. Conclusion

The AVA is the only body representing the entire veterinary profession. It is a profession that provides enormous value to the community and its animals. However, it is struggling under the weight of many years of under-investment. By addressing the issues that confront the profession outlined above significant economic and social benefits can be enjoyed by all Australians.