

# WA Occupational Therapy Association

## Strategic Plan 2022 -2025

### Our MISSION

To promote the Occupational Therapy profession within Western Australia and provide support to our members.



### Impact

OUR SERVICES ARE MISSION DRIVEN AND TARGETED TO MAKE A DIFFERENCE FOR OUR MEMBERS



### Leadership

THE EXPERTISE OF OUR BOARD STRENGTHENS THE CAPACITY OF THE ORGANISATION TO CONTINUE TO MEET THE NEEDS OF OUR MEMBERS



### Sustainability

THE ASSOCIATION GENERATES INCOME TO SUSTAIN THE ORGANISATION AND ALSO ALLOWS A RESPONSE TO EMERGING NEEDS.

### Marketing

TO PROMOTE OUR IDENTITY

### Media

TO KEEP OUR MEMBERS INFORMED

### Partnerships

TO SEEK OPPORTUNITIES TO DEVELOP AND STRENGTHEN OUR RELATIONSHIPS WITH OTHER AGENCIES

### Membership

TO OPTIMISE OUR MEMBERSHIP BASE

### Professional Development

TO STRENGTHEN AND PROMOTE THE ORGANISATION THROUGH THE DELIVERY OF PROFESSIONAL DEVELOPMENT OPPORTUNITIES