

INTRODUCTION

The strategic plan sets out the vision, priorities, and key actions for the Oral Health Association of Australia (OHAA) to advance oral health and support the profession over the next two years. It is designed to guide the OHAA in building a sustainable organisation, enhancing the membership experience, advocating for oral health, improving health outcomes for all Australians, and fostering a united, collaborative sector.

Central to this vision is a commitment to oral health equity, including working in genuine partnership with Indigenous peoples and organisations. By embedding cultural safety and recognising the knowledge, leadership, and strengths of Indigenous communities, the OHAA aims to contribute to better oral health and wellbeing across the country.

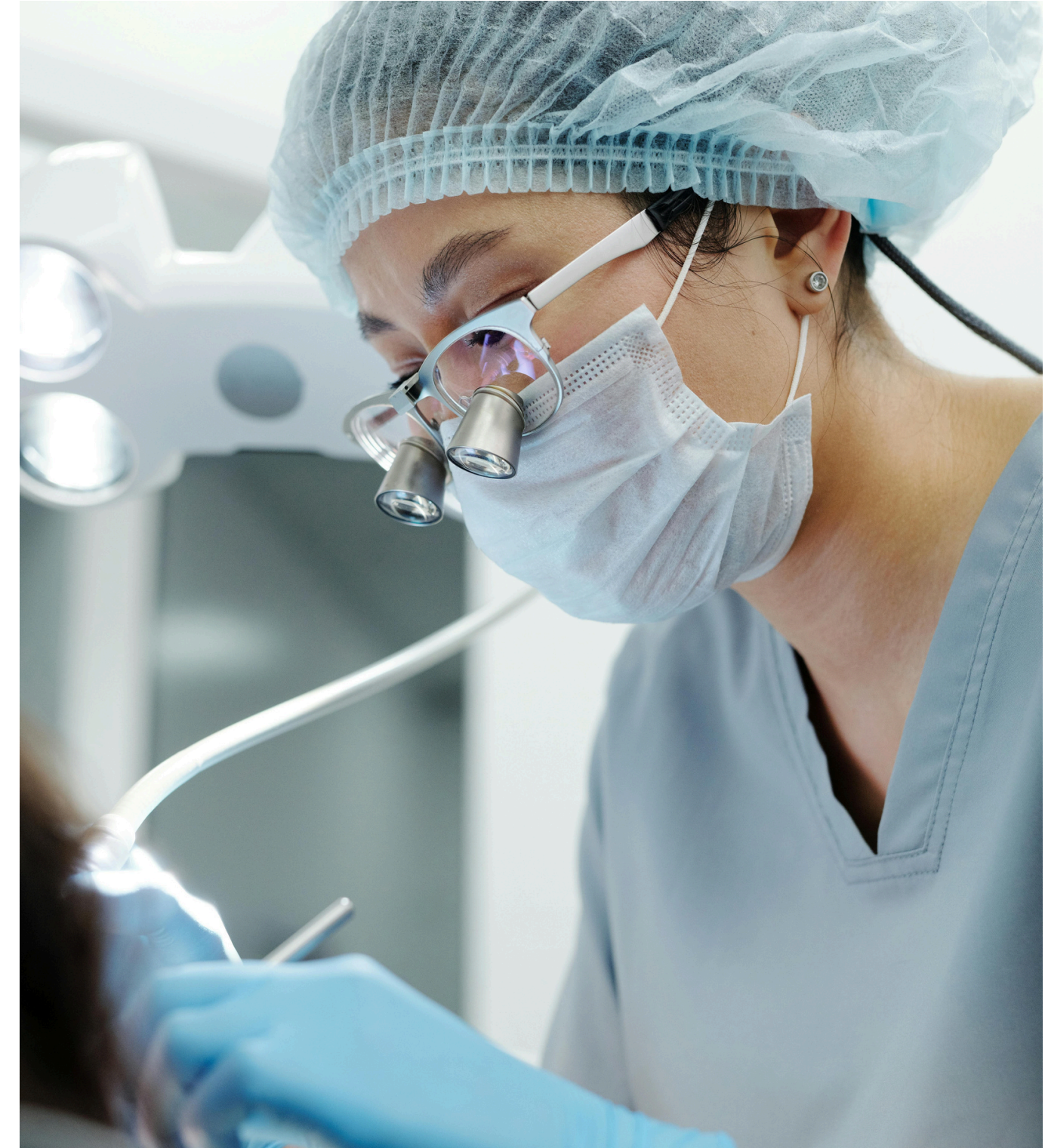
PURPOSE AND COMMITMENT

The plan reflects OHAA's commitment to be the leading national voice for oral health and oral health professionals, embedding oral health as an integral part of overall health in Australia. It prioritises diversification of income, development of evidence-based programs, advocacy, member engagement, and strategic partnerships—all aligned to support the association's long-term goals and deliver on its public health mission.

This purpose includes an ongoing commitment to advancing culturally safe oral health care and supporting initiatives that improve outcomes for Indigenous peoples and other populations with unmet oral health needs. OHAA will promote approaches that respect culture, strengthen self-determination, and reduce inequities.

FOUNDATION FOR ACTION

This document serves as both a roadmap and a call to action—setting out the initiatives and measurable targets that will drive the association's work, deliver value to members, and positively impact communities across the country. The strategic plan is forward-focused, evidence-informed, and designed to ensure the OHAA's growth, resilience, and leadership within the Australian oral health ecosystem.



Strategic Priorities

1. Building a sustainable organisation

Build a financially and environmentally sustainable organisation by diversifying income streams, securing grants and sponsorship, developing paid services, and managing resources efficiently—including adopting eco-friendly practices—to support OHAA’s long-term goals and programs.



2. Enhancing the membership experience

Enhance the value of membership through continuing professional development (CPD) and networking opportunities, resources, and responsive engagement —ensuring members feel heard, supported, and connected, with the right systems and resources in place to empower and sustain their professional growth and wellbeing .



3. Advocating for oral health

Act as the national voice for the oral health profession by championing initiatives that embed oral health as a vital part of overall health in Australia, including advocating for OHPs to be recognised as an integral part of the primary healthcare team, while building a sustainable workforce and promoting the health and wellbeing of our members.



4. Improving oral health

Develop and deliver evidence-based programs, education, and initiatives that promote preventive care, address health inequities, and improve oral health outcomes for all Australians, with a focus on communities with unmet oral health needs.



5. Working together

Foster a strong, united culture across the newly established organisation by aligning systems, communication, and values, ensuring collaboration between staff, board, members, and stakeholders to operate effectively as one cohesive sector.

