



Australian Traditional-
Medicine Society Ltd

AUSTRALIAN TRADITIONAL MEDICINE SOCIETY STRATEGIC PLAN 2015 – 2017

“LEADER OF THE NATURAL MEDICINE
INDUSTRY”



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EXECUTIVE SUMMARY

The Australian Traditional Medicine Society (ATMS) has completed the 2015 - 2017 ATMS Strategic Plan. This plan has been prepared to assist the Society in meeting the needs of its Members and to outline the key initiatives to stay ahead of and address the changing environment in the natural medicine industry.

The Strategic Plan has been prepared under the guidance of the ATMS Board, with input from the Board Directors, ATMS staff, external contributors and ATMS Members, ensuring the broadest possible range of input was employed to capture the needs of the Members of ATMS, and to empower the Society to drive the natural medicine profession forward in the direction given to it by all of those who provided that guidance.

MEMBERS SERVICES

- CPE Seminar offerings
- Client rebates via most health funds
- New and improved website
- EBSCO Research facility
- Quarterly journal
- Reduced cost merchandising
- Marketing and Social Media access
- ATMS/Nature & Health Industry awards

RESOURCES

- Board Members
- Staff
- External advisers
- Members
- Financial
- External organisations with which we have a relationship

RESEARCH METHODOLOGY

The overall objective of the ATMS research was to engage and listen to Members, gain their insights about the natural medicine Industry, their businesses and their needs.

The research was conducted in three stages.

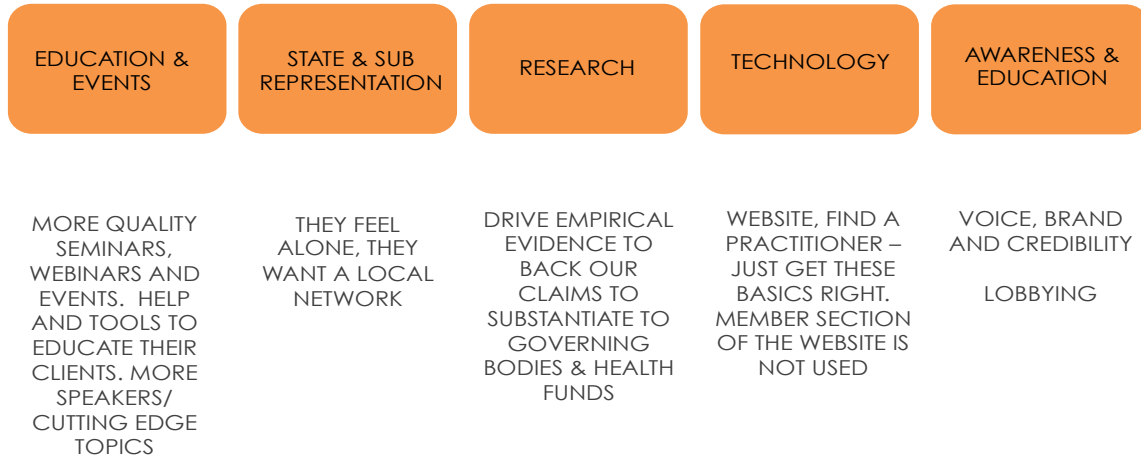
- Focus groups were held to determine the issues facing Members, to delve into the details and allow open discussion.
- A Member survey that was accessible by Members, 510 Members returned their responses. The survey allowed us to explore the issues and needs that were identified in the focus groups, quantify the responses and confirm direction for our strategic plan with a wider Member group.
- Directors were also asked to complete a Director survey and these results were combined with the final Member research to form the strategy.

RESEARCH OUTCOMES

1. FOCUS GROUPS

The ATMS focus groups commenced in April 2014 with a series of groups held over 12 months in Melbourne, Sydney and Brisbane. We met with a total of 6 groups with approximately 60 Members participating. The primary issues and needs that emerged from the focus groups were:

THE TOP PRIORITIES



2. MEMBER SURVEY

Following the focus group feedback, the Member survey research results allowed us to quantify the needs and issues of Members. Members were asked 14 questions about their business, modalities and their thoughts on the industry, needs and areas of focus for ATMS. They were also asked to rate ATMS in meeting their needs. Question 10 summarised what Members thought the Board should prioritise to improve the association and add value for their Membership – the top 4 being:

1. Improved CPE webinars and seminars
2. More proactive public relations activity to champion the industry, utilising a key expert ATMS spokesperson.
3. Increase efforts into lobbying of health funds
4. Introduction of local support hubs, increased Member events and networking opportunities

Members were also asked to rate the association and the following questions and weighted average scores were returned.

- Rate the service that ATMS staff provide – 7.74
- Rate ATMS as an association – 7.44
- Rate the likelihood of recommending ATMS to friends – 7.76.

These scores were collected in order to not only gauge Member satisfaction but also to establish a base score that we can monitor on a yearly basis.

Q10: If you were elected to the ATMS Board, what would your top 4 priorities be to improve the Association and your value as a Member?

Answer Choice	Responses	Percentage
Improved Continuing Education Webinars and Seminars	296	59.56%
More pro active public relations activity to champion the industry, utilising a key expert ATMS spokesperson	293	58.95%
Increase efforts into lobbying of health funds	270	54.33%
Introduction of Local Support Hubs, increase Member events and networking opportunities	218	43.86%

Increase general advertising of ATMS and its Members to the public	210	42.25%
Increase and focus on research and dissemination of findings to the industry and key stakeholders	203	40.85%
Provide access to modality experts to support ATMS Members in each modality	192	38.63%
Improve and further invest in the “Find A Practitioner” Tool to drive business to Members	145	29.18%
Improve quality and ease of use website	71	14.29%

3. ATMS BOARD DIRECTOR SURVEY

ATMS Directors were asked to nominate the 6 most important tasks that need to be addressed by the Society. The top five included the following:

- Increase the public awareness of the benefits of consulting an ATMS Member
- Increase ATMS recognition by government
- Improve ATMS Member services
- Improve ATMS financial stability
- Reduce Member dependence on health funds

STRATEGIC PILLARS

The combined outcomes from the research established clear pillars for the Society to focus its efforts on.

STRATEGIC AGENDA 1- INDUSTRY STAKEHOLDERS – HEALTH FUNDS

STRATEGIC AGENDA 2 – CONTINUING EDUCATION

STRATEGIC AGENDA 3 – INDUSTRY RECOGNITION

STRATEGIC AGENDA 4 – PRACTITIONER SUPPORT & RECOGNITION

STRATEGIC AGENDA 5 – REGULATORY LOBBYING – GOVERNMENT