

Strategic Plan

2021-2023



VISION

“Our members are valued in their professions, protected in their workplaces and empowered to influence positive outcomes for themselves and those they care for.”

MISSION

“Representing, advancing and empowering nurses, midwives and care workers through leadership, advocacy and active participation in industrial, professional and political issues that influence the lives of our members and the important services they provide to the community.”

Key Values

- ▶ Honesty
- ▶ Equity
- ▶ Respect
- ▶ Inclusiveness
- ▶ Integrity
- ▶ Empowerment

Strategic Aim 1

We are a powerful and effective organization that achieves positive outcomes for members in all aspects of their professional lives.

FOCUS AREAS

1. Develop and grow our membership to increase collective power for influencing change and positive outcomes.
2. Provide exceptional service and benefits to our members by connecting with them, understanding their expectations and needs and ensuring prompt, professional service and a beneficial membership package.
3. Connect with students of nursing, midwifery and individual support professions to assist them on their professional journey.
4. Influence swift and beneficial outcomes for members in our enterprise bargaining strategies.

PROJECTS & STRATEGIES

1. Connect with students through building relationships with education providers, providing resources and tools they need at the start of their career and engaging them in broader activism as a pathway to understanding and connecting with ANMF through aligned values and needs.
2. Actively seek and analyse data across all service areas to determine future strategies for all member demographics.
3. Implement bargaining strategies that engage members in the process, influence swift, positive outcomes and avoid external blockers to progress as much as is possible.
4. Clear, simple communication with members around industrial issues, what action we need from them and what the intended outcome is.

Strategic Aim 2

Our business systems, marketing and communication strategies enable and enhance our connection with members and meet our administrative requirements in a simple, consistent way.

FOCUS AREAS

1. Internal systems are significantly enhanced to make member engagement, recruitment, retention, information management, workflows and communication simple and effective.
2. Our communication is clear, concise and delivered to the right person, in the right way, at the right time via clear communication strategies and processes.

PROJECTS & STRATEGIES

1. Implementation of iMIS CRM software to significantly improve efficiencies in all business processes and member experience.
2. Implementation of O365 functionality across business areas, particularly for information management and internal collaboration tools.
3. Increased and enhanced utilisation of social and digital media aligned with clear branding and marketing and communication strategies.

Strategic Aim 3

We are an inclusive, conscientious, and progressive organisation that demonstrates and encourages positive leadership.

FOCUS AREAS

1. Our members, employees, officers and Workplace Representatives have the information, support and resources they need to do their job well, in a safe working environment and are encouraged and enabled to pursue learning to enhance their capabilities.
2. Action-worthy issues are identified clearly and involvement with likeminded social and political campaigns, forums and causes that align with our vision, mission and strategic objectives are facilitated in a planned and strategic way.
3. We include, support and empower our members, employees, officers and Workplace Representatives to be effective, positive and confident workers and leaders.

PROJECTS & STRATEGIES

1. A focus on the professional development of employees, officers, Workplace Representatives and members.
2. Senior leaders regularly communicate broad focus areas, priorities and achievements to facilitate shared knowledge, aligned strategies and stewardship towards shared vision and goals.
3. Teams have processes in place to guide prioritisation of duties and actions and formal mechanisms to identify, address and resolve issues.
4. We identify, engage, and enable active involvement of our members, employees, Workplace Representatives and elected officers by giving them the tools and support they need to fulfill the requirements of their roles and achieve positive outcomes.