



Australian Medical Association (SA) Strategic Plan 2017-2020

VISION

To be the most dynamic peak body for all South Australian doctors and to be the recognised community voice for all health matters

MISSION

To represent our members and the public's best interests in health

VALUES

*Integrity
Independence
Best medicine
Fearless advocate*

GOALS

Increase our membership growth & penetration, through superior member service engagement and delivery

Establish a governance and financial model that supports and aligns local and national AMA interests

Commence community marketing programs that influence doctors to view AMA membership as a badge of pride

Further strengthen our role in representing and advocating for our members and the general public in promoting health & well-being

Generate new revenue streams that allow long term sustainability of our organisation