



Australian Traditional-  
Medicine Society Ltd



# ATMS

## **STRATEGIC PLAN 2021 – 2024**

Leader of the Natural Medicine Industry  
[www.atms.com.au](http://www.atms.com.au)

# EXECUTIVE SUMMARY

The Australian Traditional-Medicine Society (ATMS) is on the threshold of a new era for the natural health industry in Australia. It has formidable strength, derived from over 30 years of representing practitioners. To guide the next stage of growth and the important changes that the natural health industry will undergo, the ATMS conducted a major survey and planning process. Input was solicited from the Board of Directors, management and staff, and from the membership with over 1190 members responded.

Based on the results of this survey, the following strategic plan was developed. This strategic plan provides a clear blueprint for the ATMS to fulfil its mission of being the leader of the natural medicine industry.

At its core, the plan outlines how ATMS will provide member services such as continuing professional education, research in accredited modalities, and advocacy with government bodies and private health insurers via health funds. It describes a focused direction for maximizing our strengths of communication and representation for our members.

Moving forward, we remain committed to putting ideas into action that will promote practitioners and natural medicine in Australia.

The Australian Traditional-Medicine Board of Directors 2021



## **Vision**

*A better world through natural medicine*

## **Mission**

*To promote, represent and support professional practitioners of natural medicine who are encouraged to pursue the highest ideals of professionalism.*

## Profile

The Australian Traditional Medicine Society's (ATMS) aim is to acknowledge a variety of natural medicine modalities, providing modality recognition and accreditation for practitioners and safety assurance for the public.

The Society is united in the beliefs underpinning the following values.

- Staying up to date in regard to regulation issues affecting the natural medicine industry.
- Consultation with other professional associations, stakeholders, educational institutions, and government representatives.
- Encouraging the public to seek out ATMS accredited members.

## Overarching Goals

Over 1,190 members responded to the survey, identifying categories that are forefront in their minds as practitioners. This is almost double the number of responses that were received in the last survey, in 2015. The time and energy of engagement from the members is greatly appreciated as this informs the goals that the Board need to prioritise.

It was recognised that Continuing Professional Education (CPE) and Research will remain as foundation stones of the overall strategy.

Three Strategic Goals were identified, through the consultation process. They will be used to identify the work of the ATMS Board and management in the next few years.

The three Strategic Goals are:

1. Member Support & Success
2. Growth Strategy
3. Advocacy with Key Stakeholders

These are the essential and interlocking pieces of the overall strategy.





## Strategic Goal 1

### Member Support & Success

To ensure current information, education and support is available to members to assist in their business endeavors and success.

#### *Key Objectives*

1. Provide business skills development
2. Provide ATMS in-house support for member enquiries and concerns
3. Develop ATMS resources for members
4. Supporting therapeutic client relationship skills
5. Providing resources on practitioner well-being

#### *Current landscape*

- Our members are supported by an office staff as well the expert skills and knowledge of members of the Board.
- A number of resources for members have been created in the past years, these include CPE, EBSCO and research grants.
- Our members have access to information through the website, Wise and Well and the Journal. Open rates for the Wise and Well have increased over the past few years.

#### *Strategic goal strategies*

- Develop and support engagement programs such as student, transfer and Fellows program
- Maintain an ongoing business skills component in all CPE to ensure members have the appropriate skills to succeed in practice
- Maintain effective and well-trained staff supported by appropriate external resources



## Strategic Goal 2

### Growth Strategy

To ensure growth and longevity for ATMS and our members.

#### *Key Objectives*

1. Diversify income streams
2. Actively promote ATMS accredited practitioners and their services to the public
3. Utilise digital technologies to grow visibility
4. Collaboration within the industry
5. Expand alliances with educational providers including emerging modalities

#### *Current landscape*

- Currently 85% of ATMS income is membership and ATMS should explore further diversification.
- ATMS is developing relationships through the College Liaison role, undertaking education forums for Colleges to build connections and provide support and introducing a new modality with lifestyle medicine

#### *Strategic goal strategies*

- Provide skills and education for members on developing alternative income streams and use of digital technology
- Increase CPE income to enable delivery and development of an effective CPE program
- International streaming and sale of events
- Build sponsorship and endorsement opportunities
- Monitor and respond to emerging modalities and curricula in natural medicine and partner with Colleges





## Strategic Goal 3

### Advocacy with Key Stakeholders

To continue raising the visibility and credibility of Natural Medicine.

#### *Key Objectives*

1. Build and maintain the quality of relationships and dialogue with key stakeholders and manage these in a planned and deliberate manner
2. Advocate for members access to government programs
3. Return Natural Medicine to its rightful place in private health insurance space
4. Build and maintain a proactive media strategy
5. Disseminate and distribute research to support key objectives

#### *Current landscape*

- Relationships have been developed with the Department of Health, small business and Small Business Commissioners, key crossbench politicians and other key stakeholders.
- The recent classification of Chinese Medicine as an Allied Health modality at a Federal level forms an initial step towards achieving the legitimate place of natural medicine
- ATMS has developed its distribution channels for content management, reducing reliance on external media outlets
- ATMS promotes research activities for external organisations and issues grants to support researchers with natural medicine research

#### *Strategic goal strategies*

- Have Chinese Medicine classified as Allied Health at a state level
- Continue to discuss the rightful place of registration and education standards
- Build more collateral for natural medicine practitioners in terms of video and graphics as part of our Natural Medicine Week initiative
- Develop definitions for ATMS modalities and influence recognised terminology
- The ATMS Journal focusing on developing high quality articles and engage students to contribute and develop their skills
- To reposition JATMs as a leading peer reviewed journal rather than a trade journal