



ATMS

**STRATEGIC PLAN
2025 – 2027**

Leader of the Natural Medicine Industry
www.atms.com.au

Uniting, advocating, and elevating natural medicine across Australia.

EXECUTIVE SUMMARY

A Better World Through Natural Medicine

The Australian Traditional-Medicine Society (ATMS) stands as Australia's leading voice for natural medicine practitioners. Our 2025–2027 Strategic Plan provides a focused roadmap to strengthen professional standards, grow practitioner and consumer confidence, and secure the long-term recognition of natural medicine within the Australian healthcare landscape. We are 41 years strong!

By 2027, ATMS will:

- Grow a strong, diverse, and connected practitioner community through clear student, graduate, and professional membership pathways.
- Lead national advocacy for natural medicine, influencing policy reform and expanding access to health fund and government programs.
- Deliver an exceptional member experience through education, professional development, and business support that improve practice sustainability.
- Build public trust by connecting consumers to qualified practitioners and credible information on natural medicine.
- Operate as a modern, data-driven, and financially sustainable organisation known for integrity, innovation, and member value.

Strategic Context

The natural medicine profession faces both significant challenges and emerging opportunities.

Challenges: Increased regulatory uncertainty, declining student pipelines, competition from single-modality associations, and changing consumer expectations.

Opportunities: Greater government openness to complementary and allied health collaboration, growing public trust in natural therapies, expanding digital engagement channels, and ATMS's 40-year reputation as a national leader in professionalism and education.

Our Strategic Pillars

1. **Membership Growth and Engagement**
Strengthen the ATMS membership base by expanding student, graduate, and practitioner pathways; enhancing retention; and delivering high-value member services.
2. **Advocacy and Representation**
Champion the interests of practitioners through credible advocacy, evidence-based policy engagement, and collaboration with regulators, health funds, and government.
3. **Education and Professional Excellence**
Deliver a nationally recognised education and professional development program that upholds practice standards, drives innovation, and supports lifelong learning.

Our Enablers

1. **Digital Transformation and Innovation**
Leverage technology to streamline operations, enhance member experience, and improve data-driven decision-making.
2. **Organisational Sustainability and Partnerships**
Strengthen ATMS's financial position, governance, workforce capability, and strategic partnerships to ensure long-term impact and resilience.

Our Commitment

Through this plan, ATMS reaffirms its commitment to **Integrity, Excellence, Leadership, Passion, and Member Focus** — ensuring that natural medicine remains accessible, recognised, and respected within Australia's healthcare system.

Vision

A better world through natural medicine

Mission

To represent, promote and support professional practitioners of natural medicine who pursue the highest ideals of professionalism, education, and ethical care.

PROFILE

The Australian Traditional-Medicine Society (ATMS) is Australia's peak professional association for natural medicine practitioners.

We represent over 9,500 practitioners across more than 20 accredited modalities, ensuring that every accredited member meets the highest professional, ethical, and educational standards.

ATMS acts as a trusted voice for natural medicine at national, state, and policy levels.

Our commitment is to:

- Advocate for recognition and respect of natural medicine within Australia's healthcare system.
- Provide members with pathways for professional growth, business success, and wellbeing.
- Ensure the public can access safe, qualified, and ethical natural medicine practitioners.

OUR VALUES

Value	We Demonstrate It By...
Integrity	Acting with honesty, transparency, and accountability.
Excellence	Striving for the highest standards in practice, education, and research.
Leadership	Driving initiatives that advance the natural medicine profession.
Passion	Believing in the transformative power of natural medicine.
Member Focus	Listening to, supporting, and celebrating our members at every stage.



Strategic Pillar 1 Member Growth & Engagement

Goal:

Grow and retain members by providing clear value, recognition, and connection across all modalities and career stages.

Key Objectives:

- Increase student and graduate memberships through college partnerships.
- Raise member satisfaction to 90% with digital resources and recognition programs.
- Boost engagement via events, webinars, and targeted communications.
- Acknowledge excellence through Fellows, Ambassadors, and Awards.
- Enhance tools and resources for practitioners to succeed in business and clinical work.

Current Landscape:

ATMS has established strong reputation for practitioner support and member benefits. Our focus now is to deepen engagement, create pathways for new practitioners, and ensure all members perceive genuine value in belonging to ATMS.

Strategies:

- Grow Student and Graduate memberships.
- Implement Member Referral and Retention campaigns.
- Update the online Member Portal with new tools and templates.
- Expand Fellows and Ambassador initiatives to highlight leadership in natural medicine.
- Conduct yearly member satisfaction survey and monitor engagement metrics.

Success = Membership growth above 20% and >90% satisfaction.



Strategic Pillar 2

Advocacy and Stakeholder Representation

Goal:

Strengthen national recognition and influence for natural medicine through proactive advocacy, evidence-based research, and collaboration.

Key Objectives:

- Reinstatement of 4 or 7 potential natural therapies in private health insurance.
- Achieve broader modality recognition under national and allied health frameworks.
- Advocate for inclusion of natural medicine in NDIS and Home Care Packages.
- Strengthen relationships with policymakers, health funds, and allied organisations.
- Elevate the public image of natural medicine through media and communications.

Current Landscape:

ATMS continues to lead national advocacy efforts through regular policy engagement, submissions, and collaborative partnerships. The reclassification of Chinese Medicine as Allied Health provides a precedent for advancing the recognition of all natural medicine modalities.

Strategies:

- Work with AHPA, health funds, and government agencies e.g. NDIS and Homecare packages, to secure inclusion in key programs.
- Publish research-backed evidence and case studies to influence decision-makers.
- Build a media presence to communicate advocacy outcomes to members and the public.
- Strengthen participation in national health policy consultations and reviews.

Success = Achieve 5 major advocacy outcomes and secure national recognition milestones.



Strategic Pillar 3 Education & Professional Development

Goal:

Champion lifelong learning, research, and professional excellence among practitioners.

Key Objectives:

- Deliver a diverse and high-quality CPE program to meet practitioner needs.
- Expand ATMS Biz Club to develop business and practice management skills.
- Strengthen academic partnerships and research output.
- Promote excellence through awards, grants, and published research.
- Support practitioner wellbeing and continuous improvement.

Current Landscape:

Education and professional standards are at the heart of ATMS. Through AJNM, CPE, EBSCO, nPOD, eMIMS Plus and research and education grants, ATMS provides practitioners with quality learning opportunities that promote excellence in care and business sustainability.

Strategies:

- Deliver 45 webinars, 12 bodywork seminars, and 3 symposiums annually.
- Expand ATMS Biz Club for practitioner growth, marketing, and systems success.
- Award annual Simon Schot and Research Grants to support evidence-based practice.
- Collaborate with universities and education providers to strengthen curriculum pathways.
- Publish research and case studies that showcase the value of natural medicine.

Success = 90% satisfaction with CPE programs and two new academic partnerships annually.