

# ADEA Strategic Plan 2012 - 17

Revised 2014

## Our Vision

Excellence in diabetes support

## Our Mission

To lead and advocate for best practice  
diabetes education and care



Your trusted partner in diabetes care

# VALUES

## THE ADEA

**Recognises** that people with diabetes carry the responsibility for the daily management of their condition

**Acknowledges** the rights of people with diabetes to make lifestyle choices and decisions about their health care

**Expects** its members to value, respect and support the rights of people with diabetes to make informed decisions about their health care and lifestyle choices

**Adheres** to democratic principles, elects Branch and National Office Bearers and encourages members' involvement at all levels of the association

**Recognises** that members come from different social, cultural, geographic, professional and practice backgrounds

**Values** the diversity and skills of our multidisciplinary membership

# STRATEGIC THEME 1

## *Increase member value*

### PRIORITY ACTIVITIES

- Increase the profile of diabetes education through promotional activities
- Promote the CDE as the standard of excellence for professionals engaged in diabetes education
- Increase the scope and benefits of the corporate benefits and loyalty program
- Review the professional development and conference opportunities for members
- Optimise the content and quality of the quarterly ADE publication
- Membership updates link to current research
- Source access to online journals through EBSCO and similar vehicles
- Review and improve the structured recognition for members and those who support the ADEA
- Strengthen support to members across the primary health care and tertiary sectors through small business development education, management education
- Review the types and structure of membership with a view to future expansion

# STRATEGIC THEME 2

## *Directly influence government policy, NGOs and the broader diabetes agenda*

### PRIORITY ACTIVITIES

- Advocate at a national level the role and contribution of the ADEA and its members
- Develop a structured approach to informing and influencing the government through identifying key policies for action
- Leverage events such as World Diabetes Day / Diabetes Awareness Week / ASM / State and Territory Branch Conferences / Diabetes education summit to promote the ADEA agenda

# STRATEGIC THEME 3

## *Strengthen the ADEA's research contribution*

### PRIORITY ACTIVITIES

- Develop a research framework for ADEA
- Drive research through dedicated funds for ADEA research
- Identify 1-2 key priorities for research
- Support a culture of using research into practice through translational research
- Develop research collaborations and partnerships
- Optimise grant funding

2012-17

## STRATEGIC THEME 4

### *Increase the value of the CDE/diabetes education*

#### PRIORITY ACTIVITIES

- Define & market the value of the CDE
- Ensure currency of quality standards that are outcome driven
- Identify the cost effectiveness of CDEs/diabetes education

## STRATEGIC THEME 5

### *Set the standards for diabetes education*

#### PRIORITY ACTIVITIES

- Develop and promulgate a consistent curriculum for diabetes education in Australia
- Establish support for Indigenous communities
- Develop ADEA proprietary branding
- Establish the ADEA as the peak body for diabetes (education; certification, standards)
- Develop a spectrum of diabetes education that is inclusive of other health professionals

## STRATEGIC THEME 6

### *National Office*

#### PRIORITY ACTIVITIES

- Optimising member communications through current methods
- Update and maintain website
- Update database to provide workforce data
- Develop structured reporting template with agreed KPIS and timelines which reflect the Strategic Plan priorities
- Continue to undertake events, forums and the Annual Scientific Meeting to facilitate sharing of information and knowledge, and networking between members, other key stakeholders and the community
- Membership growth
- Strengthen financial and business aspects of national office

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