

STRATEGIC PLAN 2023-2026

Our Vision

**TRANSFORMING
LIVES THROUGH
EXCELLENCE
IN DIABETES
EDUCATION**

Our 20-Year Strategic Vision

- Reduce diabetes and its impact throughout the world
- Be the global leader for diabetes education
- Build the Credentialed Diabetes Educator workforce so that it is sufficient to meet the needs of all people with diabetes
- Make the Credentialed Diabetes Educator profession a preferred career for health professionals
- Influence diabetes research to ensure it delivers practical outcomes

Our Mission

The mission of ADEA is to support, promote and empower our members, and to lead and advocate for best practice, person-centred diabetes education and care.

Our Strategic Pillars

ADVOCATE

A national united voice for our members

EDUCATE

The first choice provider of diabetes education for all health professionals

CARE

Equitable and optimal diabetes care and education available to all

CONNECT

Embedding diabetes care and education throughout the healthcare system

SUPPORT

Enabling the best possible performance and results through robust governance

**UNITE IN THE
FIGHT FOR
CHANGE.**



ADEA STRATEGIC PLAN 2023–2026



Our Strategic Pillars

ADVOCATE

ADEA is a national united voice for our members who support people living with diabetes

- Everyone in the diabetes community will know who a CDE is and what a CDE does.
- Government policies that support increased access for people living with diabetes to expert diabetes education by CDEs.
- Government policies that provide increased coverage and access to contemporary medicines and technology.
- Private health insurers provide coverage for diabetes education and care by CDEs.

EDUCATE

ADEA is the first choice provider of diabetes education for all health professionals

- All health professionals can access quality ADEA-endorsed diabetes education and training.
- All health professionals know when and how to refer to CDEs.
- ADEA equips our members with contemporary and innovative skills and capabilities, to enable them to provide the highest quality, evidence-based diabetes education.

CARE

Every person with diabetes has equitable access to and receives optimal diabetes care and education.

- Every person with diabetes has access to a CDE upon diagnosis and at regular intervals to ensure optimum outcomes
- All senior diabetes educator roles in the public health sector require a CDE credential or to be working towards one.

CONNECT

Connecting CDEs and other health professionals to ensure diabetes care and education is embedded throughout the healthcare system

- CDEs are an integral component of the health care system (hospitals, community care, primary care, aged care, NDIS, etc.).
- CDEs contribute to diabetes research to drive evidence-based best practices.
- CDE workforce is connected with the resources to help them adapt to a changing world and health system requirements.

SUPPORT

Robust governance arrangements support the interests of ADEA members, support ADEA management and staff to achieve the best possible performance and results, and support ADEA to adapt to the changing external environment. The enablers for robust governance include:

- Sustainable financial recovery following the pandemic and ongoing financial stability
- A strong and growing membership base
- Highly skilled, motivated and sufficient staff
- Reliable, efficient and effective systems and technology
- Strong stakeholder relations and partnerships, including with our unified partners: Diabetes Australia and the Australian Diabetes Society

Our Values

Respect

Quality

Inclusiveness

Honesty

Collaboration

Transparency

Communication



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