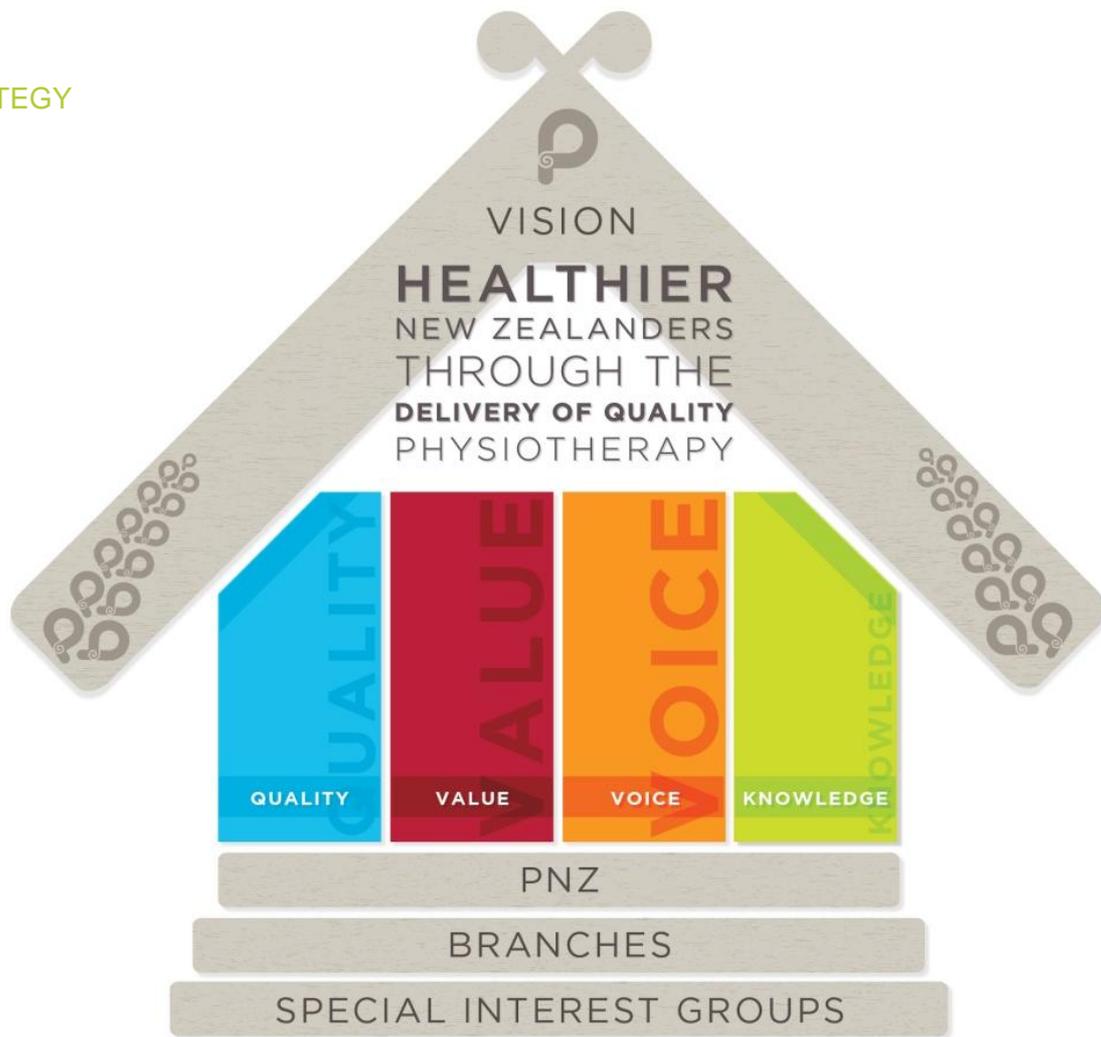


STRATEGY



PHYSIOTHERAPY NEW ZEALAND

STRATEGIC PLAN 2013-2015



PHYSIOTHERAPY NEW ZEALAND | MOVEMENT FOR LIFE
Kōwhiri Aotearoa

www.physiotherapy.org.nz



PHYSIOTHERAPY NEW ZEALAND
Kōmiri Aotearoa



MOVEMENT FOR LIFE

Introduction

Physiotherapy New Zealand is the national membership organisation for physiotherapists and physiotherapy students. Every year we provide over 3,000 members with advocacy, education, standard setting, information and services.

We have a vital network of 13 special interest groups and 11 regional branches that provide specialised information and professional development to members.

As an organisation our aim is to improve the health of all New Zealanders including whānau, hapu and iwi and our Maori partnership group Tae Ora Tinana, works alongside us to achieve this aim.

Physiotherapy has been delivered in New Zealand for 100 years and we have been an active membership organisation over this time. We are also founding members of the World Confederation of Physical Therapy (WPCT).

Vision

Healthier New Zealanders through the delivery of quality physiotherapy services

Brand position

Movement for Life



Strategic Plan | Four Pillars

These four pillars are the foundations for our 2013-2015 Strategic Plan. This plan is a strategy for the profession, its members and for Physiotherapy New Zealand. Physiotherapy will lead the way but we will be with and alongside our membership to achieving the strategic direction for the profession.



Quality

Our physiotherapy services are amongst the best in the world, they are clinically integrated, people centred and accessible. They deliver results that focus on the current and future health needs of the population.

Value

Physiotherapy as a service is valued, understood and utilised by the public, funders and other health care providers.

Voice

Physiotherapy New Zealand is the united voice, advocate and leader of the profession. All the internal physiotherapy groups work together to support the best interests of the profession.

Knowledge

Our members are supported with a lifelong learning pathway and are provided with learning opportunities so they can meet the future health needs of New Zealanders.



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MOVEMENT FOR LIFE

Tae Ora Tinana | Maori Partner

Maoritanga

Rangatiratanga - Power to define, decide and protect

Te reo - Encourage the use of te reo, waiata, karakia and kupu hou

Tikanga - Hei taurira (setting examples)

Whakapapa

Networking - Maori physiotherapists and students; other Maori health professionals

Collaborative activities - Hui-a-tau

Manaakitanga

Cultural guidance

Professional support

Mentoring

Hauora

Improving the quality of physiotherapy for Maori - Clinical and Cultural competence

Increasing the numbers of Maori physiotherapists

Promoting understanding of indigenous health knowledge

Matauranga

Professional development

Research - consultation

International links



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MOVEMENT FOR LIFE

Quality

Our physiotherapy services are amongst the best in the world, they are clinically integrated, people centred and accessible. They deliver results that focus on the current and future health needs of the population.

This will be achieved by:

1. Fostering and reinforcing ethical standards, behaviour and professionalism.
2. Enabling members to access, share and utilise evidence based research and practice.
3. Supporting the pursuit of health equity.
4. Ensuring the profession is aware of new directions in healthcare and is adapting to emerging opportunities and challenges.
5. Encouraging members to form professional, collaborative relationships with other health professionals.
6. Fostering a physiotherapy culture that supports and promotes innovation and clinical integration.
7. Providing a clear value proposition to all members to ensure that our membership numbers continue to grow.
8. Continuing to work with Tae Ora Tinana to support assist all members to meet the needs of Maori.
9. Providing all physiotherapists access to business services, advice and support.



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Value

Physiotherapy as a service is valued, understood and utilised by the public, funders and other health care providers.

This will be achieved by:

1. Defining the 'point of difference' of physiotherapy to the public.
2. Demonstrating the role, benefit and cost-effectiveness of physiotherapy, to public, funders, other health professionals and government.
3. Providing active media commentary on aspects related to physiotherapy.
4. Embracing new technologies to communicate with members public and other healthcare providers.
5. Providing members with the tools to market themselves effectively.
6. Becoming a leader of online physiotherapy content for the public.
7. Supporting and enabling the public to manage their health and maintain in control of their lives.
8. Working to reduce real or perceived barriers for the public to access physiotherapy
9. Generating an increase in revenue for PNZ and promoting the brand and image of physiotherapy by seeking sponsorship of appropriate products and services.
10. Celebrating 100 years of the physiotherapy profession in New Zealand.
11. Encourage physiotherapists to value themselves and each other.



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MOVEMENT FOR LIFE

Voice

Physiotherapy New Zealand is the united voice, advocate and leader of the profession. All the internal physiotherapy groups work together to support the best interests of the profession.

This will be achieved by:

1. Removing barriers and encouraging the sharing of knowledge and information between internal groups e.g. SIG's and branches.
2. Providing meaningful and effective advocacy for the profession especially in relationship to funding and the public needs.
3. Assisting members to gain more influence in the health system.
4. Working to strengthen relationships with government, health and community sector.
5. Listening to and responding to concerns of members and actively engaging with them by providing quality advice and ideas.
6. Providing effective member-focused communication so that members are well informed.
7. Becoming recognised as a lead government stakeholder in the development, implementation and evaluation of related policies and initiatives.
8. Working with and learning from our international physiotherapy partners and health community.
9. Becoming one inclusive profession that acknowledges and embraces diversity within the profession.
10. Provide valuable services to our SIGs and Branches that enable them to deliver quality professional development and build strong networks.



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MOVEMENT FOR LIFE

Knowledge

Our members are supported with a lifelong learning pathway and are provided with learning opportunities so they can meet the future health needs of New Zealanders.

This will be achieved by:

1. Analysing and utilising workforce data to predict and align the physiotherapy workforce for the future and to better reflect the community it serves.
2. Supporting the development of a lifelong learning pathway.
3. Working with the College to realign its functions to ensure it adds value to the profession.
4. Identifying, developing and supporting leadership within the profession.
5. Ensuring that CPD delivered by the profession and its various groups is coordinated, easy to access, cost effective and reduces unnecessary duplication.
6. Introducing supervision as standard practice within the profession.
7. Realigning the Conference to meet the needs of the SIGs and all members.
8. Further developing the cultural competencies of members.
9. Creating opportunities to enable learning in areas that are not covered by the SIG's/branches or the Universities.
10. Supporting and working to retain the younger members within our profession.