



STRATEGIC PLAN

Mahere rautaki

2025-2030

Our context

The New Zealand Association of Optometrists (NZAO) is committed to being the trusted source of knowledge and support for optometrists across Aotearoa. As the healthcare landscape and professional practice evolve, NZAO is dedicated to ensuring strong member engagement, advocating for the profession, and addressing key operational changes that impact the optometry community. This strategic plan is built around three core pillars: **Champion, Develop, and Strengthen**, each designed to reinforce NZAO's role in advancing the profession and reinforcing the value of membership, while upholding our Te Tiriti o Waitangi commitments and position statements.

The voice for optometry
and optometrists
in Aotearoa
New Zealand



Our strategy

Champion knowledge and advocacy

1

NZAO will position itself as the leading authority in optometry in New Zealand by providing authoritative knowledge, comprehensive professional development opportunities, and robust advocacy. Through proactive engagement with government agencies, regulatory bodies, and industry stakeholders, NZAO will advocate for policies that enhance the scope of optometric practice, promoting fair regulatory frameworks that ensure quality patient care, and elevate the recognition of the sector. A research-driven approach to decision-making will ensure members have access to the latest clinical advancements and best practices.

Develop effective communication and membership engagement

2

To enhance member experiences and operational efficiency, NZAO will strengthen its communication channels and refine engagement strategies. This includes modernising digital platforms, streamlining administrative processes, and fostering open dialogue with members and stakeholders. Addressing communication changes and improving responsiveness will ensure that members receive timely, relevant, and valuable information. Additionally, NZAO will increase awareness of the benefits of association membership, reinforcing its role as an essential resource for optometrists at career stages.

Strengthen values for members

3

NZAO will enhance its value proposition for members by offering tailored leadership development, mentoring, and advocating for optometrists. Additionally, NZAO will engage with members of the profession to encourage memberships, ensuring all optometrists in various practice settings benefit from professional association membership.

Te Tiriti o Waitangi

1

Champion knowledge and advocacy

1.1

Strengthen educational offerings and professional development

- Strengthen professional development opportunities, ensuring alignment with regulatory requirements.
- Develop an online knowledge hub with best-practice resources, guidelines, and industry updates.
- Establish partnerships with universities and research institutions to ensure members have access to the latest advancements in optometry.

1.2

Advocate for optometry and public awareness

- Enhance NZAO's role as a strong voice in policy discussions impacting optometrists and vision care in New Zealand.
- Engage with government agencies, employee members, members' employers, and industry stakeholders to advocate for regulatory and funding changes that benefit the profession.
- Increase public awareness of optometry's role in over healthcare through media and community outreach.

1.3

Strengthen networking and special interest groups

- Expand local and regional networking events for optometrists.
- Foster the development of professional peer groups, including interest groups for different specialties within optometry.
- Enhance online forums and discussion platforms for members to connect and share knowledge.

Measuring success:

- Growth in CPD participation.
- Increased engagement with knowledge hub resources.
- Stronger representation in key health policy discussions.

2

Develop effective communication and membership engagement

2.1

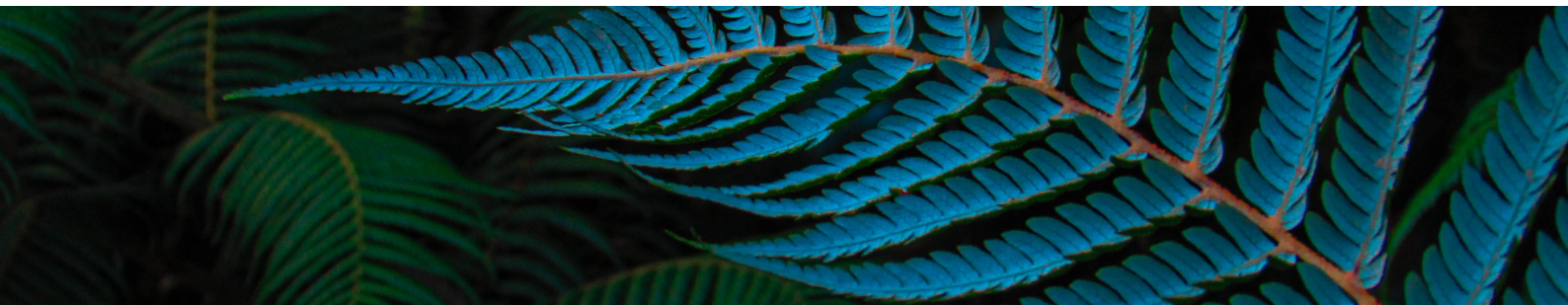
Establish a comprehensive communication strategy

- Develop a targeted communications strategy that ensures timely, relevant, and engaging communication to members, potential members, and the public.
 - Segment communication to tailor messaging for members, non-members, and members-employed optometrists.
 - Leverage multiple channels, including digital newsletters, social media, and webinars, to enhance engagement.
- Aid in fostering industry collaboration by effectively communicating NZAO's value proposition to stakeholders.

2.2

Streamline membership processes

- Improve how members join, renew, and access benefits through a seamless digital onboarding experience.
 - Enhance the membership platform to provide an intuitive and user-friendly experience.
 - Develop automated support and onboarding guides to ensure members feel welcomed and engaged.



Measuring success:

- Increased engagement in digital communications and social media metrics.
- Higher membership renewal rates and improved feedback on communication effectiveness.
- Reduction in membership processing issues.

3

Strengthening value for members

3.1

Define and communicate clear value propositions

- Conduct research to understand how we can improve value proposition for members.
 - Develop targeted messaging that highlights unique benefits beyond employer-provided support, such as professional development, career support, and peer networking.

3.2

Develop tailored offerings for members

- Provide exclusive
 - leadership development,
 - mentoring,
 - professional advocacy, and
 - advocate for employer-supported NZAO memberships as part of professional development packages.



Measuring success:

- Increased membership uptake from registered optometrists.
- Increased member stakeholder engagement through various avenues (e.g. TVC, social media, submissions etc).
- Event attendance in comparison to previous years.
- Annual membership surveys.
- Recognition and adoption of NZAO memberships.

Strategic summary

1

Champion knowledge and advocacy

This strategic plan is designed to position the New Zealand Association of Optometrists (NZAO) as the leading organisation for optometrists across Aotearoa. By focusing on championing knowledge and advocacy, developing effective communication and membership engagement, and strengthening value for members, NZAO will reinforce its role as a trusted source of professional development, advocacy, and membership value.

2

Develop effective communication and membership engagement

Through a commitment to championing knowledge and advocacy, NZAO will ensure optometrists have access to high-quality education, research, and professional standards while advocating for policies that strengthen the profession and improve eye health outcomes for New Zealanders.

3

Strengthen values for members

By developing effective communication and membership engagement, NZAO will enhance its ability to connect with members, non-members, and the broader public. A robust communication strategy will ensure timely, relevant, and meaningful interactions that keep members informed and engaged.

By strengthening value for members, NZAO will develop tailored offerings that provide tangible benefits for optometrists, ensuring the association remains relevant and valuable across practice settings. This strategic approach will enable NZAO to grow its membership, reinforce its value proposition, and secure its place as the premier professional association for optometry in New Zealand.

Te Tiriti o Waitangi position statement

NZAO acknowledges Te Tiriti o Waitangi as the foundational document of Aotearoa New Zealand and affirms the rights of Māori as tangata whenua. We recognise the historical, cultural, and legal status that this constitutes.

We uphold our obligations under Te Tiriti as interpreted by the courts and the Waitangi Tribunal, as tangata whenua and tangata tiriti, by embedding the contemporary principles for primary healthcare systems, as recommended in The Hauora report (2019).

Tino rangatiratanga

The guarantee of tino rangatiratanga, which provides for Māori self-determination and mana motuhake in the design, delivery, and monitoring of health and disability services.

Equity

The principle of equity, which requires the Crown to commit to achieving equitable health outcomes for Māori.

Active protection

The principle of active protection, which requires the Crown to act, to the fullest extent practicable, to achieve equitable health outcomes for Māori. This includes ensuring that it, its agents, and its Treaty partner are well informed on the extent, and nature, of both Māori health outcomes and efforts to achieve Māori health equity.

Options

The principle of options, which requires the Crown to provide for and properly resource kaupapa Māori health and disability services. Furthermore, the Crown is obliged to ensure that all health and disability services are provided in a culturally appropriate way that recognises and supports the expression of hauora Māori models of care.

Partnership

The principle of partnership, which requires the Crown and Māori to work in partnership in the governance, design, delivery, and monitoring of health and disability services. Māori must be co-designers, with the Crown, of the primary health system for Māori.