



Australian Society
of Orthodontists



STRATEGIC PLAN

2024-2027

ASO Strategic Plan 2024-2027

The Australian Society of Orthodontists (ASO) is the largest dental specialist society in Australia and the peak body for specialist orthodontists. The ASO is committed to advancing orthodontic knowledge, educating the public and supporting the profession.

THE ASO'S STRATEGIC PRIORITIES ARE:

- Providing members with ongoing support and resources so they can thrive throughout their careers
- Advocacy and maintaining strong, collaborative relationships within the dental sector
- Supporting research and continuing education in orthodontics
- Public education about evidence based orthodontic treatment and the specialist practitioners providing orthodontic care
- Maintaining a strong, effective and efficient organisation, with best practice governance

THE ASO'S OBJECTIVE INCLUDE:

- Promoting and maintaining the highest standard of orthodontic patient care in the community, and professional conduct by specialist orthodontists
- Mutual understanding and fellowship between specialist orthodontists
- Promoting and safeguarding the professional interests and working conditions of specialist orthodontists
- Promoting and safeguarding the freedom of Australians to seek the services of specialist orthodontists in both private and public sectors
- Advancing the field of orthodontics

VISION

World class specialist orthodontists
delivering world class care across
Australia

MISSION

Our mission is to:

- Support members in delivering the best possible patient outcomes
- Promote the highest standards in orthodontic education and research
- Connect orthodontists locally and globally and help them be successful
- Represent and advocate for the benefits of specialist orthodontic care

VALUES

- We are member focussed
- We put patient care at the centre
- We are driven by data and evidence
- We value innovation
- We behave ethically

Strategic Objectives



1. MEMBER SERVICES, SUPPORT AND ENGAGEMENT

We support and resource our members across all stages of their careers – from student to retirement.

PRIORITY	SUPPORTING ACTIONS AND INITIATIVES
Member Support	<ul style="list-style-type: none"> • Leverage ASO’s investment in new systems to enhance the availability of real time decision-making data and statistics • Grow ASO’s data analytic capabilities • Use data to tailor member services to address the needs of members across their career lifecycle • Explore new options to support members in the 5-15 years post-graduation category
Student and Recent Graduates	<ul style="list-style-type: none"> • Continue to evolve and enhance the offering to students and recent graduates including fee options, professional development, conference attendance and other specific support initiatives • Review the option of ASO running an additional Post Grad event • Conduct the business case for a new form of International Fellowship to attract recent graduates to Australia. Include a mandatory teaching/tutoring component
Foundation and Charitable Support	<ul style="list-style-type: none"> • Conduct a review of the Give a Smile program • Undertake an end-to-end review of the Foundation for Research and Education including compliance
Member Engagement	<ul style="list-style-type: none"> • Regularly review and refine ways to productively engage members and students in the full range of ASO activities – formally, and, as appropriate, volunteers • Review of the AOB including fee structure
Member Communication	<ul style="list-style-type: none"> • Programmatic advertising with advanced targeting. • Creative content development. • Performance tracking and analytics. • Educational resources for industry insights



2. ADVOCACY AND DENTAL SECTOR COLLABORATION

We strive to maintain and develop productive dental sector relationships and advocate effectively for the interests of specialist orthodontists.

PRIORITY	SUPPORTING ACTIONS AND INITIATIVES
Advocacy	<ul style="list-style-type: none"> Clearly define the messages about the specialist orthodontic profession ASO seeks to deliver in representing itself to stakeholders Define a new, goal and outcome driven advocacy strategy targeting key regulators and government entities
Dental Sector Collaboration	<ul style="list-style-type: none"> Continue to develop the relationship with the Australian Dental Association and coordination efforts when mutually beneficial Explore new ways to engage with therapists and paraprofessionals, particularly around education and accreditation
Corporate Partners	<ul style="list-style-type: none"> Define goals and strategies for partnering with private health funds both nationally and at a state level Continue to appropriately develop partnerships with the orthodontic corporate sector and sponsors
International Engagement	<ul style="list-style-type: none"> Maintain and strengthen ASO's ties with similar international bodies to enable information sharing and learning to the benefit of members and the orthodontic sector



3. RESEARCH AND EDUCATION

We champion and invest in quality orthodontic education and research.

PRIORITY	SUPPORTING ACTIONS AND INITIATIVES
Education and Development	<ul style="list-style-type: none"> • Build on the excellent reputation of ASO national and Branch conferences, clinical days and other CPD events • Incorporate the learnings and innovations obtained from the Covid lockdown to optimise the effective use of on-line learning platforms where appropriate • Explore additional options for new conferences formats including those with more of a clinical practice and practice management focus • To work with the ADA in the development of new education pathways through which members of the ASO and ADA can benefit from the resources of each of the two peak bodies.
Advancing Knowledge and Research	<ul style="list-style-type: none"> • To re-evaluate the mission and strategic aims of the ASOFRE. • Work towards a reassessment of the Foundation's research goals. • Review how the FRE can most effectively support postgraduate orthodontic research • Explore how the FRE can develop and support research in specialist practice
Academic Dentistry, Orthodontic Training and Orthodontic Workforce Planning	<ul style="list-style-type: none"> • Partner with the Universities to establish the 'state of play' of academic dentistry as it relates orthodontics including clarification of roles, funding, succession planning, strengths/gaps, and international comparisons • Exploration of how the ASO can support the education of postgraduate orthodontic students in the short and longer terms • Explore avenues for the involvement practice-based orthodontists in academia

PRIORITY	SUPPORTING ACTIONS AND INITIATIVES
Academic Dentistry, Orthodontic Training and Orthodontic Workforce Planning	<ul style="list-style-type: none"> • To determine how best the ASO can support the education of postgraduate orthodontic students and their transition into specialist practice • Develop ASO's capacity in-house or with partners to model future workforce needs and gaps both for the profession and relevant para professions • Work with academic and industry stakeholders in identifying and addressing current and future workforce requirements • Collaborate with academic dentists, the profession, and Universities to raise the profile of academic dentistry more broadly and the need for long term, sustainable funding, and staffing models for Australia's dental schools
Australasian Orthodontic Journal	<ul style="list-style-type: none"> • To continue support of the AOJ in publishing original, clinically relevant and evidence-based research on topics such as craniofacial development and growth, orthodontic treatment and care, and industry advancements and trends. • Work with and support the new Editor of the AOJ in ensuring the journal remains of high quality and well regarded locally and internationally





4. COMMUNITY EDUCATION AND AWARENESS

We undertake and resource evidence-based programs to enhance public education and knowledge of the benefits of specialist orthodontic treatment.

PRIORITY	SUPPORTING ACTIONS AND INITIATIVES
Evaluation	<ul style="list-style-type: none"> • Undertake an external evaluation of the goals, funding, and outcomes of the current program. The review to include recommendations for new goals, investment, strategies, channels, and measures • Future public education goals to align with ASO's goals and objectives such as the public awareness of the benefits of specialist orthodontic care • Consider the need for different approaches and resourcing of lobbying versus public relations
Oversight	<ul style="list-style-type: none"> • Review the make up of the CIC including the value add of appointing an external digital expert to the committee
Reporting	<ul style="list-style-type: none"> • Ensure systems and processes are in place for the Council and CEO to track program outcomes against agreed measures over time



5. STRONG, EFFECTIVE, AND EFFICIENT ORGANISATION

We pursue best practice in ASO's governance and management and invest in productive innovation.

PRIORITY	SUPPORTING ACTIONS AND INITIATIVES
Planning and Organisational Goal Alignment	<ul style="list-style-type: none"> • Implement an explicit model of annual planning guided by a longer-term strategic plan. Annual plans to be task, project and outcome driven • CEO and staff annual goals aligned with plans approved by Council • Investigate conducting an annual Council review of progress against plans
Systems and Data	<ul style="list-style-type: none"> • Implement and leverage the new CRM • Enhance the availability and use of data and statistics
Staffing	<ul style="list-style-type: none"> • Create a multi-year staffing plan outlining possible future FTE, roles, and outsourcing/contracting options
State Branch Relationships and Support, Committees	<ul style="list-style-type: none"> • Strengthen leadership and support options for state branches aligned with their needs and interests • Consider implementing regular President only meetings of Branches, ASO President and CEO • Promote the option of periodic meetings of State Branch Presidents only
Governance	<ul style="list-style-type: none"> • Continue to invest in governance training for ASO Council and Branches • Look towards discussing alternative options for Council membership and terms on the premise the current model works well, but could be enhanced at the margins • Schedule a review of the ASO Constitution within the next 3 years

Contact us



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