



STRATEGIC PLAN 2017-2020

Our Vision

Shiatsu is a recognised element of an integrated healthcare system.

Our Mission

To sustain a professional network that promotes shiatsu within the Australian community.

Our Values

To nurture, respect, collaborate and act with integrity.

GOAL	STRATEGY
1. Develop and sustain our membership	<ul style="list-style-type: none"> • Seek member feedback regularly and proactively • Lobby private health funds to provide rebates for shiatsu • Deliver outstanding workshops and an annual conference • Establish and facilitate a mentoring program • Create peer supervision opportunities
2. Communicate proactively and effectively with members, registered training organisations and the public	<ul style="list-style-type: none"> • Maintain an effective and interactive website • Maintain a bank of media resources • Publish a biannual journal – <i>Pointers</i> • Circulate a regular e-newsletter – <i>Tsubo</i> • Maintain a commitment to relevant annual forums for members and registered training organisations.
3. Consolidate the discipline of shiatsu through education, research and development	<ul style="list-style-type: none"> • Sustain a commitment to postgraduate research • Manage continuous improvement through Continuing Professional Education (CPE) program • Establish and maintain a Register of Teachers and of Mentors/Supervisors • Contribute to policy development within the healthcare system
4. Partner with people, organisations and community	<ul style="list-style-type: none"> • Seek opportunities to collaborate locally, nationally and internationally • Source funding for research
5. Sustain an effective, sustainable and supportive organisation	<ul style="list-style-type: none"> • Retain accountable, supported and satisfied staff • Continually develop and maintain quality IT systems • Respond to membership needs