Mission Statement
To provide leadership of the New Zealand medical profession and promote:
• professional ethics, unity and values, and
• the health of all New Zealanders.

Vision Statement
The NZMA is recognised as:
• the voice of all doctors
• an adaptive and agile organisation
• best able to respond to our changing environment
• authoritative such that our opinion is deliberatively sought.

STRATEGIC GOALS

Membership
• retain
• increase

Relationships
• politicians - cross government
• health organisations and groups
• key opinion leaders
• community / patients

Voice
• effective
• heard

Leadership
• social and environmental
• health determinants
• ethical
• health and health system

Knowledge
• sector intelligence
• analytic performance
• guiding lens - quality and ethical health

DRIVERS

United membership

Communications

Income

Marketing

Internal leadership

Access to expertise

Dissemination

Advocacy

Key Advocacy Areas
• Sustainability - economic, social, environment
• Primary prevention - environments, exercise, mental health
• Workforce - IMGs, retention, distribution (vocational / geographic), bullying, wellbeing, whole health workforce
• Health as an investment - funding, structure, system design

Good health contributes to - economic benefit, wellness and happiness (individual, family, community), autonomy, empowerment, reaching and maintaining our potential.