

## 2025 / 2026 Business Plan

What	How	Success Measure
<p><b>Strategic Goal 1: Growing the Profession:</b> Recognising that this requires input from many organisations, PodiatryNZ will take a lead role in raising awareness of the podiatry profession amongst the wider public. As well, PodiatryNZ will highlight the benefits of podiatry as a profession to both young and second career choice markets.</p>		
<ul style="list-style-type: none"> <li>• Roll out planned actions from marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Run at least 3 expos</li> <li>• Further develop social marketing programme</li> </ul>	<ul style="list-style-type: none"> <li>• Expos organised and attended by Ambassadors</li> <li>• Social Marketing programme rolled out</li> </ul>
<ul style="list-style-type: none"> <li>• Foster relations with Ministers and senior officials to increase knowledge and awareness of podiatry and its importance</li> </ul>	<ul style="list-style-type: none"> <li>• Work with PR to develop new advocacy strategy regarding increasing awareness</li> <li>• Make submission on relevant topics</li> </ul>	<ul style="list-style-type: none"> <li>• At least two meetings with senior officials or ministers are arranged</li> <li>• At least two submissions made</li> </ul>
<ul style="list-style-type: none"> <li>• Develop a suite of marketing tools for podiatrists</li> <li>• Develop and test tools and then launch for members</li> </ul>	<ul style="list-style-type: none"> <li>• Set up working group to identify marketing tools for podiatrists to use to raise awareness</li> <li>• Establish at least one priority tool to develop</li> </ul>	<ul style="list-style-type: none"> <li>• Work group of podiatrists establishes what is required</li> <li>• At least one marketing avenue is available to podiatrists</li> </ul>
<p><b>Strategic Goal 2: Facilitating Collegiality:</b> To facilitate a collegial network of podiatrists and stakeholders based on mutual respect and understanding. These cooperative relationships to be achieved through the engagement of podiatrists at the national and regional levels. PodiatryNZ will deliver quality communication and training to enhance relationships for and between members, students and stakeholders.</p>		
<ul style="list-style-type: none"> <li>• Develop high risk foot course</li> </ul>	<ul style="list-style-type: none"> <li>• Work with podiatry experts</li> </ul>	<ul style="list-style-type: none"> <li>• New course available for 2027</li> </ul>
<ul style="list-style-type: none"> <li>• Develop paediatric course</li> </ul>	<ul style="list-style-type: none"> <li>• Work with podiatry experts</li> </ul>	<ul style="list-style-type: none"> <li>• New course available for 2027</li> </ul>
<ul style="list-style-type: none"> <li>• Identify priority tools for improved practice with podiatrist working group (carryover from 2025)</li> </ul>	<ul style="list-style-type: none"> <li>• Use results from member survey to identify tools podiatrists want</li> <li>• Set up working group to develop at least one new tool to support practice</li> </ul>	<ul style="list-style-type: none"> <li>• At least one tool is being used by podiatrists</li> </ul>
<ul style="list-style-type: none"> <li>• Review and update clinic handbook</li> </ul>	<ul style="list-style-type: none"> <li>• Engage expert help</li> </ul>	<ul style="list-style-type: none"> <li>• Clinic Book updated and endorsed by membership</li> </ul>
<ul style="list-style-type: none"> <li>• Conference</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver Regional 1 day conference in up to 3 regions</li> </ul>	<ul style="list-style-type: none"> <li>• High levels of satisfaction reported</li> </ul>
<ul style="list-style-type: none"> <li>• Newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic newsletter delivered with external input including members and partners</li> </ul>	<ul style="list-style-type: none"> <li>• Click rate on read increases to 30% (Click rate means clicking on a link within email)</li> </ul>

What	How	Success Measure
<ul style="list-style-type: none"> <li>• Direct member support</li> </ul>	<ul style="list-style-type: none"> <li>• Respond to queries from members</li> <li>• Provide support to members who are experiencing difficulties</li> <li>• Update website</li> </ul>	<ul style="list-style-type: none"> <li>• Members report high levels of satisfaction with service</li> <li>• Website being utilised as a source of support</li> </ul>
<p><b>Strategic Goal 3: Expanding Careers:</b> Our goal is to assist members to improve patient outcomes through maximising career potential and growing job satisfaction. Professional development and career specialisations will continue to be a focus. PodiatryNZ will work collaboratively with others to achieve prescribing rights, deliver high risk foot and sports training and to further quality clinic training with the implementation of a 3rd party audit process.</p>		
<ul style="list-style-type: none"> <li>• Offer sports training at least once (carryover over from 2025)</li> </ul>	<ul style="list-style-type: none"> <li>• Review course to ensure still current</li> <li>• Identify trainers</li> <li>• Offer training course</li> </ul>	<ul style="list-style-type: none"> <li>• New course available mid-2026</li> </ul>
<ul style="list-style-type: none"> <li>• Develop paediatric course. (carryover from 2025)</li> </ul>	<ul style="list-style-type: none"> <li>• Identify trainers and develop at least 2 modules of training</li> <li>• Offer at least one paediatric course</li> </ul>	<ul style="list-style-type: none"> <li>• New course available for 2027</li> </ul>
<ul style="list-style-type: none"> <li>• Ensure support groups and activities take account of diverse populations</li> </ul>	<ul style="list-style-type: none"> <li>• Set up and run peer groups which members wish to belong to</li> </ul>	<ul style="list-style-type: none"> <li>• Members attending peer groups</li> </ul>
<ul style="list-style-type: none"> <li>• Support Podiatrists Board to develop prescribing training once it is approved</li> </ul>	<ul style="list-style-type: none"> <li>• Work with AUT and Podiatrists Board to support training and supervision development</li> </ul>	<ul style="list-style-type: none"> <li>• Prescribing training is developed and underway by mid-2026</li> </ul>
<ul style="list-style-type: none"> <li>• Training</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver relevant and agreed on-line training at least 4 times per year</li> </ul>	<ul style="list-style-type: none"> <li>• At least 80 attendees at each session</li> </ul>
<p><b>Strategic Goal 4: Sustainability:</b> Ensure the continued relevance of PodiatryNZ by safeguarding sound organisational practice. This will be achieved by great relationships with sponsors and other business partners / potential funders. Ensuring relationships with likeminded organisations, government and government departments are well developed. Providing membership support at a practical level will also contribute to PodiatryNZ's continued relevance.</p>		
<ul style="list-style-type: none"> <li>• Identify specialist advocates to work with PodiatryNZ on priority areas</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and utilise Clinic Advisory and Ambassador roles</li> </ul>	<ul style="list-style-type: none"> <li>• Both groups are actively engaged in PodNZ work.</li> </ul>
<ul style="list-style-type: none"> <li>• Develop relationships with relevant government departments and ministers</li> </ul>	<ul style="list-style-type: none"> <li>• Use election year planning as platform</li> </ul>	<ul style="list-style-type: none"> <li>• Meetings with Ministers and senior officials</li> </ul>