

STRATEGIC PLAN 2021–2024

Our Vision

To foster personal, community and environmental wellbeing through the practice of shiatsu.

Our Mission

To support, represent and advocate for a thriving, adaptable, connected and trusted professional community of shiatsu practitioners across Australia.

Our Values

Professional • Collaborative • Respectful • Relational • Adaptive



STRATEGIC GOALS 2021-2024

Goal	Strategy & Actions
Governance & administration	<ul style="list-style-type: none">» Maintain clearly articulated, accessible and implemented policies and procedures for the running of STAA (internal), and the roles and responsibilities of Council members; as well as member conduct and compliance expectations, according to the annually reviewed <i>Policies and Guidelines Handbook</i>» Review and refine role of Administration Officer» Monitor and report on financial viability of STAA» Proactive maintenance, monitoring and implementation of risk management policies; such as member information, intellectual property, data security and storage, reputation preservation» Promptly convey current health department guidelines to members
Support and promote research and development	<ul style="list-style-type: none">» Conduct Australian-based research» Create standardised examples, forms and templates for practitioners to use for case studies with treatment outcome measures» Publish documented summary of evidence-based benefits on STAA website, adding to shiatsu research knowledge base» Conduct workforce surveys» Maintain database about members' clinical practices and survey results» Develop a research strategy committee to embed an attitude of research into supervision, mentoring programs, private practice, training, events and swaps, and foster connections with other organisations who have strong research components as well as publications» Develop training competencies to be aligned with research trends and expectations
Collaboration & partnerships	<ul style="list-style-type: none">» Collaborate with registered training organisations (RTOs), aligned community groups, associations and the health department» Promote the role of STAA to RTOs» Engage the expertise of our practitioner community

STRATEGIC GOALS 2021-2024 (cont.)

Goal	Strategy & Actions
Promotion of shiatsu and STAA	<ul style="list-style-type: none">» Increase utilisation of social media as part of the communication strategy» Promote and develop STAA events» Communicate the professionalism and employment opportunities, and the relevance, and benefits of shiatsu» Communicate using a shared, standardised language across all activities» Target RTOs and student engagement campaign – present specialised focused events» Populate STAA publications with shiatsu specific knowledge, resources and research» Reignite lobbying campaigns and reinstate contact with government representatives
Sustainability	<p>Financial viability</p> <ul style="list-style-type: none">» Activities and projects to be self funding» Decrease and streamline running costs, leverage investments and increase revenue streams» Systems and processes audit <p>Grow and retain membership</p> <ul style="list-style-type: none">» Leverage the membership framework» Establish project team to develop and implement membership drive» Continue to develop our membership services through targeted and shiatsu-specific activities» Identify gaps in skills and create opportunities for members to upgrade skills for industry currency and effectiveness <p>Resource sustainability – people power and other resources</p> <ul style="list-style-type: none">» Skills audit – engage volunteers for defined roles and skills
