



**Dental Health
Foundation**

14-16 Chandos Street
St Leonards NSW 2065
02 8815 3333
info@adadhf.org.au

ADA Dental Health Foundation

Strategic Plan 2024-2026

Advancing Australia's oral health

Vision

To enable disadvantaged Australians to have equitable access to quality oral health and care.

Strategic Goals

Delivery of Care	Coordinate the delivery of pro bono oral health services by the profession
Oral Health Education	Promote the importance of oral health in the community
Create value for the ADA	Develop the strong and active relationship between the ADA DHF and the Trustee

1. Delivery of care

Aim

To be clearly recognised as the pre-eminent coordinator of pro bono oral health programs for disadvantaged Australians.

3 year objectives

1.1 Expand the impact of our volunteer programs

12 month Strategies

- Increase the treatment delivered under the programs by 25%.
- Develop a volunteer attraction strategy, focusing on engagement with the ADA membership with the support of the Branches in particular.
- Engage with dental facilities to allow use by non practice owning volunteer dentists.
- Develop a robust IT platform incorporating a customer management tool to allow more efficient program delivery and scalability.

1.2 Develop an effective fundraising program to enable self- sufficiency

1.3 Increase the future fund by 40% to \$1.4M

12 month strategies for 1.2 and 1.3

- Cultivate long-term relationships with existing donors (such as A-DEC, Straumann, Colgate)
- Establish and implement sponsorship models for dental industry support for the ADA DHF.
- Develop a focused strategy for approaching philanthropic organisations in Australia for funding support.
- Establish a recognition scheme based on the tiered sponsorship matrix in the Fundraising Prospectus.
- Promote our program to enable bequests to the Foundation.
- Leverage donations from the ADA membership Australia wide, initially through voluntary donations canvassed on Branch subscription notices, with a view to introducing annual giving options for members.

1.4 Enhance the promotional program

12 month strategies

- Implement the Communication Plan with regular communications channels with ADA Federal/Branches and the public.
- Identify opportunities to promote the Foundation to the public and profession.
- Maintain a strong presence on social media in accordance with the Communication Plan.
- Widely disseminate quarterly reports to all stakeholders.

1.5 Actively engage with key stakeholders - Government, Profession, Industry, Referring organisations

12 month strategies

- Prepare Federal and appropriate State pre-budget submissions.
- Through ADA Branches engage with State Government Health Ministers.

2. Education for Oral Health

Aim

Develop partnerships with like-minded organisations to deliver oral health education, focusing on: Government, the Profession, Industry, Agencies and Educational institutions.

3 year objectives

2.1 Secure long-term partnerships with new and existing partners

12 month strategies

- Secure existing Sponsorship/Partnership Agreements beyond 12 months in workable form with appropriate recognition (Mars Wrigley Foundation, Henry Schein Halas, A-DEC Straumann, Colgate)
- Engage with ADA Branches to identify and establish new contacts and develop relationships with student support agencies to promote our indigenous scholarship program.

2.2 Identify successful initiatives around Australia and seek to replicate with new and existing partners.

3. Create value for the Australian Dental Association, the Trustee of the Foundation

Aim

Develop a strong and active relationship between the Trustee and the Foundation.

3 year objectives

3.1 ADA and all Branches regard ADA DHF as their most successful investment in the community

12 month strategy

- The ADA and Branches communications very regularly feature ADA DHF for ADA's investment in Australia's oral health, taking credit for achievements, promoting the efforts of our volunteers and generosity of our sponsors to the membership and broader Australian community.

3.2 ADA and Branches enable ADA DHF direct access to their membership through closer collaboration.

12 month strategy

- ADA and Branches agree to a defined scope of direct ADA DHF access to members.