



AUSTRALIAN
DENTAL HEALTH FOUNDATION
ADVANCING AUSTRALIA'S ORAL HEALTH

Australian Dental Health Foundation

Strategic Plan 2021-2023

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

Coordination of pro bono oral health services by the profession

Oral Health Education

Promoting the importance of oral health in the community

Create value for the ADA

Develop a strong and active relationship between the ADHF and the Trustee

1. Delivery of care

Aim	3 year objective		12 Month Strategies
<p>To be clearly recognised as the pre-eminent coordinator of pro bono oral health programs for disadvantaged Australians</p>	1.1	Expand the reach of volunteer programs	<ul style="list-style-type: none"> • Increase the treatment delivered under the programs by 25% • Develop a volunteer attraction strategy • 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	<ul style="list-style-type: none"> • Cultivate long-term relationships with existing donors (such as PSG, Colgate, Straumann) • Establish and implement sponsorship models for dental industry support for ADHF • Develop a focused strategy for approaching philanthropic organisations in Australia for funding support
	1.3	Increase the future fund by 40% to \$1.4M	<ul style="list-style-type: none"> • Establish a tiered sponsorship matrix • Identify a program to enable bequests to the Foundation • Leverage donations from the ADA membership Australia wide
	1.4	Enhance the promotional program	<ul style="list-style-type: none"> • Establish regular communications channels with ADA Federal/ branches/public • Identify opportunities to promote the Foundation to the public and profession • Maintain a strong presence on social media • Widely disseminate quarterly reports to all stakeholders
	1.5	Actively engage with key stakeholders- Government, Profession, Industry, Referring organisations	<ul style="list-style-type: none"> • Prepare Federal and appropriate State pre-budget submissions

| 2. Oral Health Education

Aim	3 year objective		12 Month Strategies
<p>Develop partnerships with like-minded organisations to deliver oral health education, focusing on:</p> <ul style="list-style-type: none"> • Government • the Profession • Industry • Agencies • Educational institutions 	2.1	Secure long term partnerships with new and existing partners	<ul style="list-style-type: none"> • Secure existing Sponsorship/ Partnership Agreements beyond 12 months (Wrigley's, DHAA, Colgate) • Identify and establish new contact with secondary schools 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

Aim	3 year objective		12 Month Strategies
<p>Develop a strong and active relationship between the Trustee and the Foundation</p>	3.1	<p>ADA and all Branches regard ADHF as their most successful investment in the community</p>	<ul style="list-style-type: none"> Presidents of ADA and 2 Branches to become vocal supporters of ADA's investment in Australia's oral health through ADHF, taking credit for achievements, promoting the efforts of our volunteers and generosity of our sponsors to the membership and broad Australian community
	3.2	<p>ADA and Branches to enable ADHF direct access to their membership through closer collaboration</p>	<ul style="list-style-type: none"> ADA and Branches to enabling direct ADHF access to members