



**STRATEGIC  
PLAN  
2020-2023**

**ADIA**

Australian Dental  
Industry Association

# Introduction

The Australian Dental Industry Association's (ADIA) Strategic Plan 2020-2023 was workshopped at a strategy day in September 2019. Twenty member businesses ranging in size and location attended. They contributed to the development of the Strategic Plan 2020-2023 which in turn will be used as ADIA's guide as a three-year road map for future growth and expansion.

Within the following document you will find a summary of the Strategic Plan 2020-2023's four key priority areas, goals and objectives that make up the overall plan.

The outcome of the Strategic Plan 2020-2023 will be a provision of quality products and services, reflecting a commitment by the ADIA to continuing to support and empower the work of dental and oral healthcare professionals.

Over the next three years, ADIA will draw its attention on developing the market for dental products, continuing to deliver great exhibitions through the ADX brand, secure policy reforms from government and enhance member engagement.





## Our Values

### **RESPECT**

Respect is a two-way street.  
If you want it, you've got to give it.

### **INTEGRITY**

Integrity is doing the right thing even  
when no one is watching.

### **PROFESSIONALISM**

It's not the job you do, it's how you do  
the job. The strength of the team is  
the individual, and the strength of the  
individual is the team.



# Summary of each priority area

The success of the Strategic Plan 2020-23 involves a team effort among all employees of the Australian Dental Industry Association as well as members and external stakeholders.

The ADIA have adopted the Balanced Scorecard framework to help the organisation translate strategy into operational objectives that drive both behaviour and performance.

A Balanced Scorecard is the aligned set of objectives, measures, targets and initiatives that describe the strategy.

Key priority areas, briefly:

## FINANCIAL

To ensure the ADIA is financially sustainable for the long term this key priority area focuses on the financial aspects of the association and explores new revenue streams. This will in turn benefit the association and the availability of resources to help members grow their business.

## MEMBERS

Members is the key priority area focused on all members of the ADIA and understanding their needs. As a member driven organisation we understand that ADIA best serves manufacturers and suppliers of dental products when we place them at the centre of all that we do.

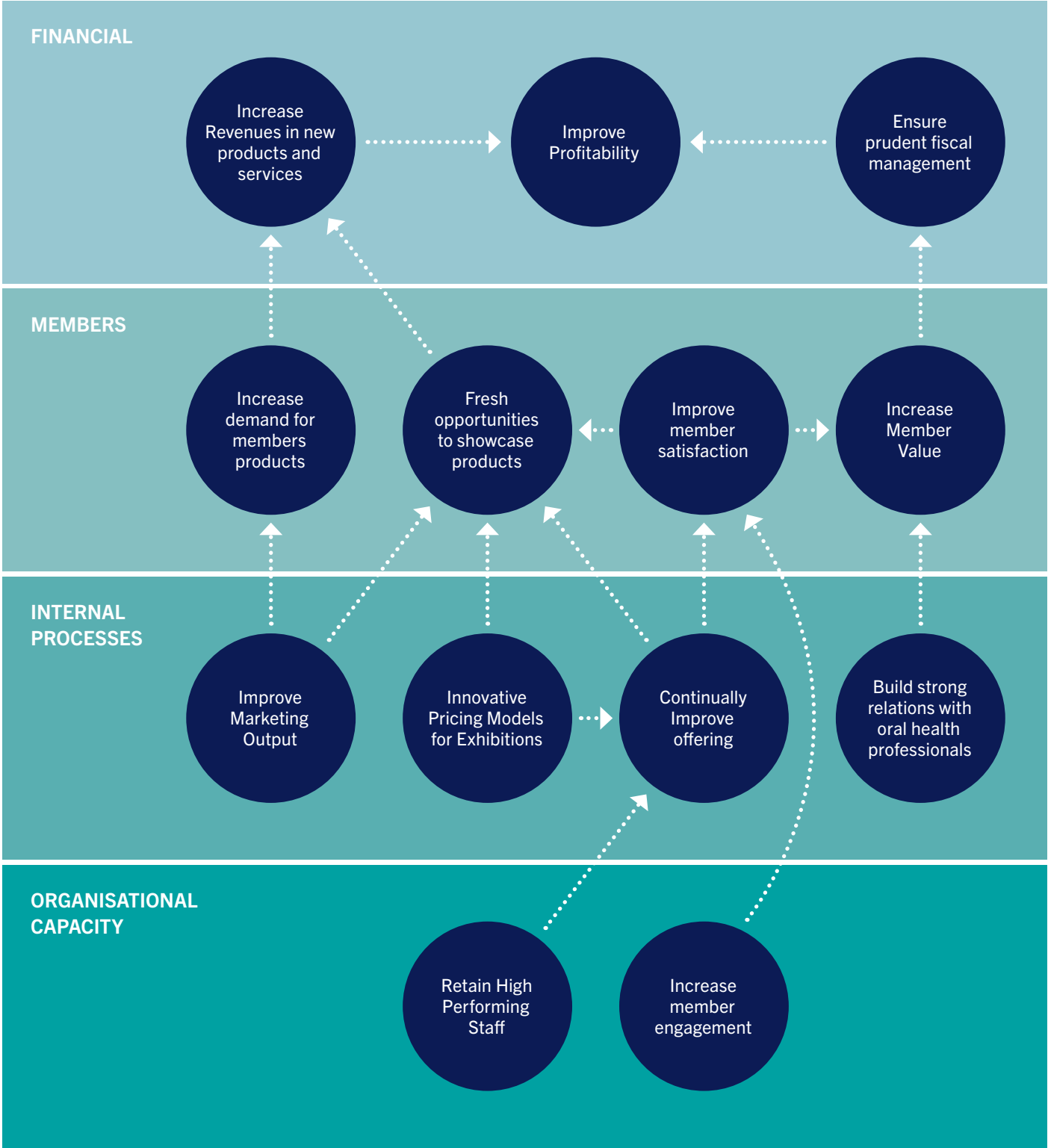
## INTERNAL PROCESSES

Internal Processes is the key priority area which focuses on implementing internal processes that will translate across externally. ADIA will continue to improve their offering through feedback from planned reviews and surveys.

## ORGANISATIONAL CAPACITY

Organisational Capacity is the key area which focuses on both the organisational structure and the membership, the people which ultimately form the ADIA. Staff must fully understand the needs of members and how to assist them.

# Strategy Map



# Strategic Goals and Objectives

The ADIA Strategic Plan 2020-2023 has identified strategic goals and objectives under each of the four key priority areas.

## FINANCIAL

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- To build a strong financial base to achieve our mission and vision

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- Increase revenues in new products and services
  - Increase Partnerships and Sponsorships from businesses outside the oral health sector
  - Explore the feasibility of offering general business services and advice to SME members

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- Improve profitability

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- Ensure prudent fiscal management

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# Strategic Goals and Objectives

## MEMBERS

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- Increase demand for member products
    - Support Research into an Oral Health Campaign
    - Maintain a favourable regulatory environment
    - Encourage the use of Australian TGA-compliant dental products
    - Boost the need for Australian dental products by highlighting the cost to the Commonwealth budget of poor oral healthcare
    - Protect the Australian dental industry from unfair competition from unregulated overseas suppliers
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- Develop fresh opportunities to showcase members products at ADX
    - Maximise attendance at ADX
    - Evaluate the prospects of running ADX in multiple capital cities
    - Create a fresh and Sustainable ADX package
    - Undertake a brand refresh of ADX
    - Maximise sales before, during and after ADX
- 
- Improve member satisfaction
    - Conduct regular member surveys
    - Develop a better understanding of target segments
- 
- Increase member value
    - Alert members to emerging regulatory issues
    - Provide economically sustainable services and assistance
    - Conduct a study into the viability of state-based exhibitions
    - Develop fresh opportunities to showcase products
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- Continue to contribute to current reviews and consultations on behalf of members
    - To shape a favourable regulatory environment for Australian dental industry products
    - To serve as a voice for members at the TGA
- 
- Collaborate with other industry associations
    - To maintain positive relationships with other industry associations
    - ADIA to make connections at a board level with relevant industry associations
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# Strategic Goals and Objectives

## INTERNAL PROCESSES

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- Improve marketing output

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- Develop innovative pricing models for exhibitions
  - Design innovative pricing models for ADX
  - Design sustainable pricing models for state-based events and exhibitions

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- Continually improve offering
  - Conduct regular surveys to review offerings
  - Promote and utilise relationships with State Chambers of Commerce

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- Utilise technology for training
  - Members are aided through leading edge training in safety, ethics, regulation and technology
  - ADIA to develop a business plan to support regular delivery of training incorporating both online and face-to-face formats which are easily accessible and create a new learning platform

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- Build strong relations with oral health professionals
  - ADIA to develop and action an engagement plan to drive collaboration with oral health professional groups
  - Reinforce the relationship with the dental profession across Australia by building upon existing relationships with other industry bodies

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# Strategic Goals and Objectives

## ORGANISATIONAL CAPACITY

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- Retain high performing staff
    - Retaining staff is important for the success of the association. Employees that enjoy the work they do and the environment they do it in are more likely to stay for a longer period
    - Reduce staff turnover rate
    - To make sure the right roles are allocated appropriately to the association
  - Increase member engagement
  - ADIA members receive value for money from their membership
    - To provide economically sustainable services and assistance with general business issues
    - To understand and meet the needs of members
    - Utilise ADIA State branches to engage with members and stakeholders.
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# About ADIA

Founded in 1925, the Australian Dental Industry Association (ADIA) is the peak business organisation representing manufacturers and suppliers of innovative dental products. The ADIA membership ranges in size from the local operations of multi-billion-dollar corporations through to small family-owned entities. They share common aspirations for the growth of their business, the creation of jobs and an industry that is sustained through the provision of quality products and services to dental professionals.

# Contact details



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# ADIA MEMBER BUSINESSES



1Group Property Advisory · 3M Oral Care · 3Shape Australia · A.R. Medicom (Australia) · AADFA · Access My Super  
Acteon Australia/New Zealand · Acumen Dental · A-dec Australia · ADR Dental · Aesthetic Prosthetics · AFT Pharmaceuticals  
AHP Dental and Medical · Ainsworth Dental · Air Liquide Healthcare · AJ Barber · Ajax Dental Supplies · Alldent  
Alliance Medical Finance · Alhabond Dental · Amalgadent Dental Supplies · Ampac Dental · Anthos in Australia  
ANZ · Aqualife Products Australia · Ark Health · Australasian Dentist · Australian Dental Lab · Australian Imaging  
Australian Medical Suction · Babich Maintenance and Steriliser Services · Biodegree · Biomedex · Biomil Dental Products  
Bite Magazine · Bootstrap Computer Solutions · BOQ Specialist · Borg Dental · Carestream Dental · Carl Zeiss  
Cattani Australia · Centaur Software · Charles Institute of Technology Australia · Church & Dwight (Australia)  
City Dental Supplies · Clare Martin & Associates · Colgate Oral Care · Coltene-Whaledent International  
Commodore Dental and Medical Fitouts · Core Practice · Credabl · Critical Dental · Crown Dental & Medical  
Curaprox Australia · Curasept Australia · Cynergex · Dentacast Australia · Dental Axess · Dental Brands Australia  
Dental Concepts · Dental Depot (QLD) · Dental Dynamics · Dental Education Centre · Dental Essentials  
Dental Fitout Projects · Dental Focus Marketing · Dental Implant Registries · Dental Innovations · Dental Installations  
Dental Intelligence · Dental Premium Engineering and Supplies · Dental Protection · Dentalife Australia  
Dentaurum Australia · Dentavision · Dentec · Dentplex · Dentsply Sirona · Designer Surgeries · Designs for Vision  
Dr Mark's HyGenie · Durodent Dental Supplies · DURR DENTAL SE · East Coast Dental Services · Ecocycle  
Elite Fitout Solutions · Empire Dental Devices · EMS · Erkodent Australia · Erskine Oral Care  
Essential Medical Dental Health Supplies and Services · Experien Insurance Services · First Dental · Garfield Refining  
GC Australasia Dental · Geistlich Pharma Australia · GKWA · GlaxoSmithKline · Gritter Dental · Gulmohar Dental  
Gunz Dental · Hayes Handpiece Australia · Health Finance Australia · HealthEngine · Heine Australia · Henry Schein Halas  
Henry Schein One Australia · HICAPS · Hogies Australia · Horseley Dental Supplies · Hu-Friedy Mfg Co. Inc.  
Impulsdent Australia · Independent Dental Supplies · Inline Medical & Dental · Innovatio Dental Supplies  
Innovative Medical Technologies · Intellimail International · Invisalign Australia · INZ Dental Supplies · Ivoclar Vivadent  
J. Morita Corporation · KaVo Kerr · Kulzer Australia · Leading Dental · Levitch Design Australia · Local Search for Dentists  
Lorchant Dental · LoveSmiles · Macono Orthodontic Laboratories · Med & Dent (WA) · Medfin Australia  
Medical Dental Solutions NQ · Medical Equipment & Gases Australia · Medical Equipment Services · Medi-Dent  
Medifit Design & Construct · Minimax Implant (Dentium Australia) · Mocom Australia · Modern Dental Pacific  
Momentum Management · MoreDent · My Dental Marketing · Myofunctional Research Co. · NAOL Australia  
Neoss Australia · Nobel Biocare · NOVA iT Group · NSK Oceania · NuMedical · Oceanic Dental Laboratory · One Dental  
Optima Healthcare Group · ORACARE · Orien Dental Supplies · Osseo Dental · Osstem Australia · Osteon Medical  
Ozdent Dental Products Australia · Pacific Dental Specialties · Pegasus Dental Services · Perfect Practice  
Philips Oral Healthcare · Podium · Practice Sale Search · PracticeHub · Praktika · Presidential · Prime Practice  
Professional Dentist Supplies · ProMedCo · Race Dental · Ray Australia · Rhodium Dental Labs Australia  
RJ Dental Sales & Service · Roland DG Australia · Rosler International · Rutinident Dental Suppliers  
Sculpt Dental Laboratory · SDI Ltd · Septodont SAS · Sieverts Radiation Protection Consultancy · Smile Right  
SmileStyler · South Austral · Straumann · Sunshine Dental Laboratory · Supreme Orthodontic Supply (Aust)  
Surgical and Medical Supplies · Teamwork Technology · TePe Australia & NZ · The Dentists Workshop  
The Health Linc · The Peak Performance Practice · Tomident · TrollDental · Ultimate Dental Supplies  
Ultimo Dental Software · Ultradent Products Australia · Urban IT · Vatech Medical · VOCO Australia · W&H  
Wealthpreneur · West Coast Dental Depot · Westpac · Whiteley Corporation · William Green · Wisbey Dental · Wishmed  
XAND Dental Innovations · Xcellent Dental World · XYZ Dental · Young Innovations Inc. · Zimmer Biomet Dental