

ACM Strategic Plan 2021–2023



VISION

Enabling strong and confident midwives.

MISSION

To position and profile midwifery as the primary profession for quality maternity care.

INTENT	ACTIONS
<h3>LEAD</h3> <p>the midwifery profession.</p>	<ul style="list-style-type: none">○ Initiate, lead, participate in, and advocate for improvement to midwifery professional recognition, regulation, education and practice.○ Participate prominently in major maternity clinical and policy forums.○ Retain and build upon ACM's pre-eminence as the author and publisher of midwifery professional content and clinical practice guidelines.○ Expand recognition programs to acknowledge and celebrate Australian midwives.○ Promote the midwifery profession as a key contributor to improving health outcomes for Indigenous mothers and babies.
<h3>ENGAGE</h3> <p>with midwives Australia-wide.</p>	<ul style="list-style-type: none">○ Position ACM membership as the quality standard in Australian midwifery.○ Establish local branches in significant population centres.○ Provide more professional networking, social and charitable opportunities for ACM members.○ Establish Communities of Practice for midwives to engage with, collaborate with, and to learn from and support one another.○ Develop and provide services and products for:<ul style="list-style-type: none">• Government• Insurers of midwives• Funders of maternity services• Employers of midwives
<h3>SUPPORT</h3> <p>midwives to thrive and succeed across their professional lives.</p>	<ul style="list-style-type: none">○ Create programs and pathways to enable member midwives to thrive and succeed at all stages of their careers.○ Design, enable and deliver products and services to assist member midwives to transition across all contexts of practice (i.e. hospital based, community based, private practice, etc).○ Broaden ACM's focus to include professional services and products for all areas of midwifery practice.○ Create new opportunities for members to learn, contribute and generate higher income through engagement with ACM.
<h3>INFLUENCE</h3> <p>the transformation of maternity services to enable more satisfying careers for midwives.</p>	<ul style="list-style-type: none">○ Raise the awareness of and promote the role of midwives as principal primary maternity care providers to policy leaders in health care services and government.○ Lead the discussion regarding maternity care transformation to achieve improved workforce sustainability and greater choice for midwives and consumers.○ Work collaboratively with key stakeholders and maternity consumer groups to progress implementation of evidence-based care, optimising outcomes for mothers and babies.○ Build capability to help funders and employers implement transformative change.○ Inform the public about and promote the distinct role of the midwifery profession.