

Strategic Plan

2026 - 2030



New Zealand
Speech-language
Therapists' Association

*Te Kāhui Kaiwhakatikatika
Reo Kōrero o Aotearoa*



Vision:

Empowering voices, enhancing lives.

Through leadership, standards, and trusted professional practice



Mission:

Lead, regulate and advocate for the speech-language therapy profession in Aotearoa, upholding standards of excellence, promoting equity and innovation and protecting the public through trusted, values-led practice

Strategic Priority #1: Amplify our Voice

Championing the voices of speech language therapists and the people and communities we serve through advocacy, partnerships, and public engagements.

- The public and decision-makers understand the unique value of SLT and recognise its contribution to meeting the diverse needs of Aotearoa's communities.
- A Te Tiriti-centred advocacy strategy guides our work, strengthens partnerships, and enables timely, culturally responsive engagement with policy change.
- Our evidence-based positions influence workforce planning, improving timely, equitable and inclusive access to SLT services across all sectors.

Strategic Priority #2 Strengthen our Foundation

Developing our cultural capability, knowledge systems, and organisational infrastructure and embrace diversity to sustain future growth.

- Diversity, equity, inclusion, Te Tiriti o Waitangi, and evidence-based practice are foundational to all our strategic priorities.
- Governance, digital systems, and finances are future-ready and transparent
- Leadership is nurtured with strong continuity and institutional memory
- Our profession's whakapapa is recognised and reflected in our direction
- Members feel connected and supported by a responsive Association
- Self-regulation is maintained while regulatory changes are actively reviewed.

Strategic Priority #3 Empower Speech- language therapists

Providing members equitable access to high-quality resources, support, and growing leadership capabilities.

- Cultural safety and humility are embedded in SLT practice and recognised as essential to effective, equitable care.
- Mātauranga Māori is meaningfully integrated into practice, enriching outcomes and honouring te ao Māori.
- Excellence in practice is visible, celebrated, and continuously nurtured across all settings.
- Lifelong learning and strong professional communities support SLTs throughout every stage of their career.
- Professional accountability and public safety are upheld through robust, culturally responsive systems for standards, accreditation, and ethics.

VALUES

Strategic Framing Statement

At NZSTA, our vision — *“Empowering voices, enhancing lives through leadership, standards, and trusted professional practice”* — expresses both our dedication to the profession and our commitment to the communities served by speech-language therapists.

Through this Strategic Plan 2026–2030, we will amplify the collective voice of speech-language therapists, strengthen the cultural, organisational, and regulatory foundations of the profession, and equip our members with the leadership, knowledge, and support they need to deliver safe, equitable, and excellent care across Aotearoa.

Anchored in our values of aroha, whanaungatanga, kotahitanga, rangatiratanga, and wairuatanga, we act with compassion, foster meaningful connections, collaborate for shared strength, lead with integrity and accountability, and honour holistic wellbeing in all that we do.



Our Values



Aroha

We act with compassion and empathy in all our interactions.

Whanaungatanga

We build meaningful relationships that create connection and belonging.

Kotahitanga

We collaborate to achieve shared goals and collective strength.

Rangatiratanga

We lead with integrity and accountability, guided by evidence, expertise, and the voices of those we serve.

Wairuatanga

We honour holistic wellbeing and respect spiritual connections.