



2020–2025

# Strategic Plan

*Nāu te rourou,  
nāku te rourou,  
ka ora ai te iwi*

[speechtherapy.org.nz](https://speechtherapy.org.nz)



New Zealand  
Speech-language  
Therapists' Association

*Te Kāhui Kaiwhakatikatika  
Reo Kōrero o Aotearoa*



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## OUR VISION

A thriving  
profession working  
in partnership to  
enhance lives

## OUR MISSION

To be responsive to  
te Tiriti o Waitangi and act as  
a resource for the profession of  
Speech-language Therapy in cultural safety

To empower Speech-language Therapists  
to provide excellent and equitable  
services to our communities

To represent the interests and views of SLTs

To promote quality evidence based  
practice and research

To guide and govern the educational,  
clinical and ethical standards of  
SLT practice

## OUR VALUES

### *Kotahitanga*

Work in partnership  
with integrity, respect  
and humility

### *Whanaungatanga*

Be person and whānau  
centred with a focus on  
connection and relationships

### *Rangatiratanga*

Share our expertise in the  
field of communication  
and swallowing

### *Aroha*

Empower others and provide  
an equitable and excellent  
service to all

## WHAT WE HAVE DONE

### Achievements for the profession of speech-language therapy 2015–2020:



Increase in membership numbers from 650 to 900 (40% increase)



Establishment of the Kaumātua role and the development of our own NZSTA Kaupapa



Self regulating / self governing profession with Annual Practising Certificates



Establishment of a Consumer reference group and the consumer lead position

## OUR FUTURE DIRECTION

### Top priorities for next five years identified by NZSTA members and board:

We want the best outcomes for all people with communication and swallowing disabilities in Aotearoa

NZSTA will provide leadership in building a diverse workforce with a wide range of skills for the future

Equity of service in all regions and all populations

To ensure cultural safety for clients and for our speech-language therapy professionals

To listen to the needs and experiences of those with lived experience

## ASPIRATION

The NZSTA and members are responsive to Te Tiriti o Waitangi. The profession of speech-language therapy has resources and kaupapa to ensure culturally safe practice.

### BY 2025 WE WILL:



Demonstrate an equity and Te Ao Māori lens is present for research, strategic planning, clinical practice, events and conferences



Increase the cultural diversity of the profession



Ensure Māori speech-language therapists are valued and supported to practise as Māori



Ensure we have a culturally responsive and culturally safe workforce through the values of Kotahitanga, Rangatiratanga, Whanaungatanga, Aroha

### HOW WE WILL ACHIEVE THIS:

- Engage and collaborate with other stakeholders eg. Ministry of Health, Tertiary Institutions to achieve diversity (recruitment, retention, employment)
- The NZSTA Kaupapa is embedded for our wānanga and hui
- Provide educational resources to ensure all Members develop and maintain a “critical consciousness” that informs culturally competent and safe practice
- Develop a kete of resources for all speech-language therapists to provide culturally safe services
- Develop a resource package for Māori students completing a qualification in speech-language therapy to tautoko our emerging clinicians

## ASPIRATION

The NZSTA membership will be engaged, diverse and valued

### BY 2025 WE WILL:



Grow a workforce that reflects the Aotearoa context



Provide benefits that are sustainable and of value to the NZSTA members



Have all practising speech-language therapists as members

### HOW WE WILL ACHIEVE THIS:

- Gather in depth data on the profession – who, where and ways of working
- Continue to grow the diversity of the membership both in terms of the workforce and areas of practice.
- Streamline communication process between members and Board
- Ensure member benefits add value and are relevant to our membership
- Update our SIG database and ensure members are aware of all available opportunities
- Further develop the role of the Private Practitioner representative to ensure we are providing support to all members

## ASPIRATION

Our communities and partners will be knowledgeable about the profession of Speech-language Therapy and the needs of people with communication and swallowing disorders in Aotearoa.

### BY 2025 WE WILL:



Increase public awareness of the NZSTA and communication & swallowing disabilities through national annual campaigns



Amplify the voices of people with lived experience and have their consultation in the activity and policy of awareness and advocacy issues



Have an accessible and user-friendly website



Continue to develop our profile internationally

### HOW WE WILL ACHIEVE THIS:

- Increasing our advocacy efforts in order to improve access to quality, evidence-based speech-language therapy services
- Supporting workforce development goals through campaigns to ensure that both students and people retraining consider our profession
- Increasing the public's knowledge and skills around communication accessibility and safe swallowing through awareness and action campaigns
- Continuing our work to ensure that our public and internal communications reflect the cultural and linguistic diversity of Aotearoa
- Supporting membership engagement in the above projects
- Continuing to develop and strengthen our website, social media presence, and increase media coverage of our profession

## ASPIRATION

NZSTA members will be lifelong learners.

### BY 2025 WE WILL:



Support and strengthen the development of Special Interest Groups and other Professional Learning Communities



Facilitate accessible opportunities for high quality professional development



Increase opportunities for online learning



Recruit and maintain a cohort of Expert Advisers with a range of diverse professional skills

### HOW WE WILL ACHIEVE THIS:

- Work with Expert Advisers to develop e-learning platforms, PLCs and SIGs
- To host an annual conference/symposium including Marae-based learning events
- To collaborate with international organisations to provide a global range of opportunities eg. IALP Auckland 2022
- Review award criteria
- Working party to develop CPD criteria and framework
- Develop supervision policy and resources
- Further develop New Graduate PLD options/support

## ASPIRATION

The NZSTA will promote excellent and ethical practice.

### BY 2025 WE WILL:



Have high quality Standards  
for all areas of speech-language  
therapy practice



Have a high  
quality transparent and  
fair Ethics Process



Have a high quality transparent,  
fair and future-proof Programme  
Accreditation Process

### HOW WE WILL ACHIEVE THIS:

- To develop Standards in gap areas
- To revise the process for Return to Practice
- To review NZSTA Ethics procedures
- To complete a Full Programme Accreditation Framework review
- To develop Standards in new and emerging scopes of practice  
e.g. Justice, Telehealth, Mental Health