



STRATEGIC PLAN

2025 - 2029

The background features a complex, colorful pattern of overlapping circles, dots, and organic shapes in shades of purple, teal, and light blue. The text is overlaid on a white, wavy-edged shape that provides a clean space for the content.

Vision

- A healthy, equitable Australia

Purpose

- To provide leadership, advocacy and workforce development for health promotion practice and research

Our Values and Principles

To deliver on our vision of a healthy, equitable Australia and fulfil our purpose, the Association is guided by the following values and principles:

- **Ethical and inclusive practice**
We support culturally safe, participatory, and respectful practices that actively embrace diversity
- **Equity-driven approaches**
We prioritise activities and partnerships that focus on addressing the determinants of health to change the inequitable distribution of structural and systemic privilege and power
- **Innovative, strengths-based and evidence informed approaches**
We champion innovative, forward-thinking approaches grounded in diverse knowledge including lived experience, research and evidence-informed practice
- **Partnerships and intersectoral collaboration for collective action**
We work with aligned partners across communities and sectors to achieve shared health promotion goals

Strategic Focus Areas

PROMOTE AND GROW THE HEALTH PROMOTION PROFESSION

- Advocate and promote health promotion as a vital, recognised profession
- Champion the value and visibility of all tiers of health promotion across sectors and settings as illustrated by the health promotion workforce model (*Figure 1*)

STRENGTHEN AND ADVOCATE FOR HEALTH PROMOTION PRACTICE AND RESEARCH

- Strengthen the evidence base for health promotion through delivery of the high quality and contemporary Health Promotion Journal of Australia
- Lead national dialogue, and actively contribute to global discourse, on health promotion priorities and healthy public policy
- Collaborate with allies to amplify a united voice

BUILD WORKFORCE CAPACITY AND CAREER PATHWAYS IN HEALTH PROMOTION

- Deliver an effective Health Promotion Practitioner Registration program
- Provide activities aligned with the International Union for Health Promotion and Education Core Competencies
- Encourage higher education institutions to pursue health promotion accreditation
- Facilitate professional development opportunities to strengthen the capacity of the wider health promotion workforce

PROMOTE EQUITY, DIVERSITY AND INCLUSION

- Embed equity, diversity, and inclusion principles in all AHPA activities
- Commit to reconciliation through the development and implementation of Reconciliation Action Plans

Enablers

- Sustainable governance and strategic leadership
- Member and stakeholder engagement and collaboration
- Evidence-informed decision making
- Effective communication and credibility

Health Promotion Workforce Conceptualisation

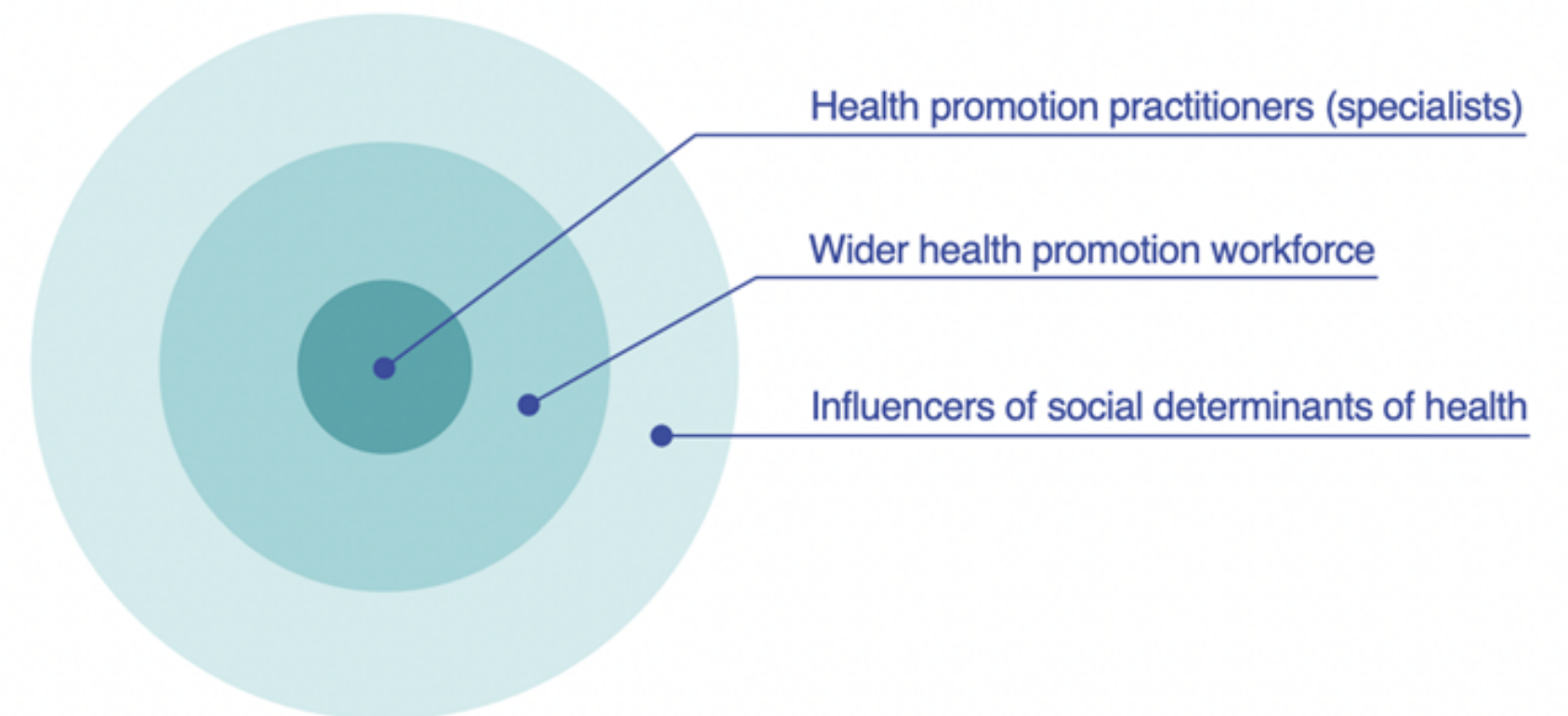


Figure 1: Health promotion workforce model