

## VISION

A strong, respected, and diverse veterinary profession in which vets are fulfilled and play a leading role in animal health and welfare, public health, and sustainability.

## MISSION

We are the leading body representing, supporting, and championing the whole UK veterinary profession.

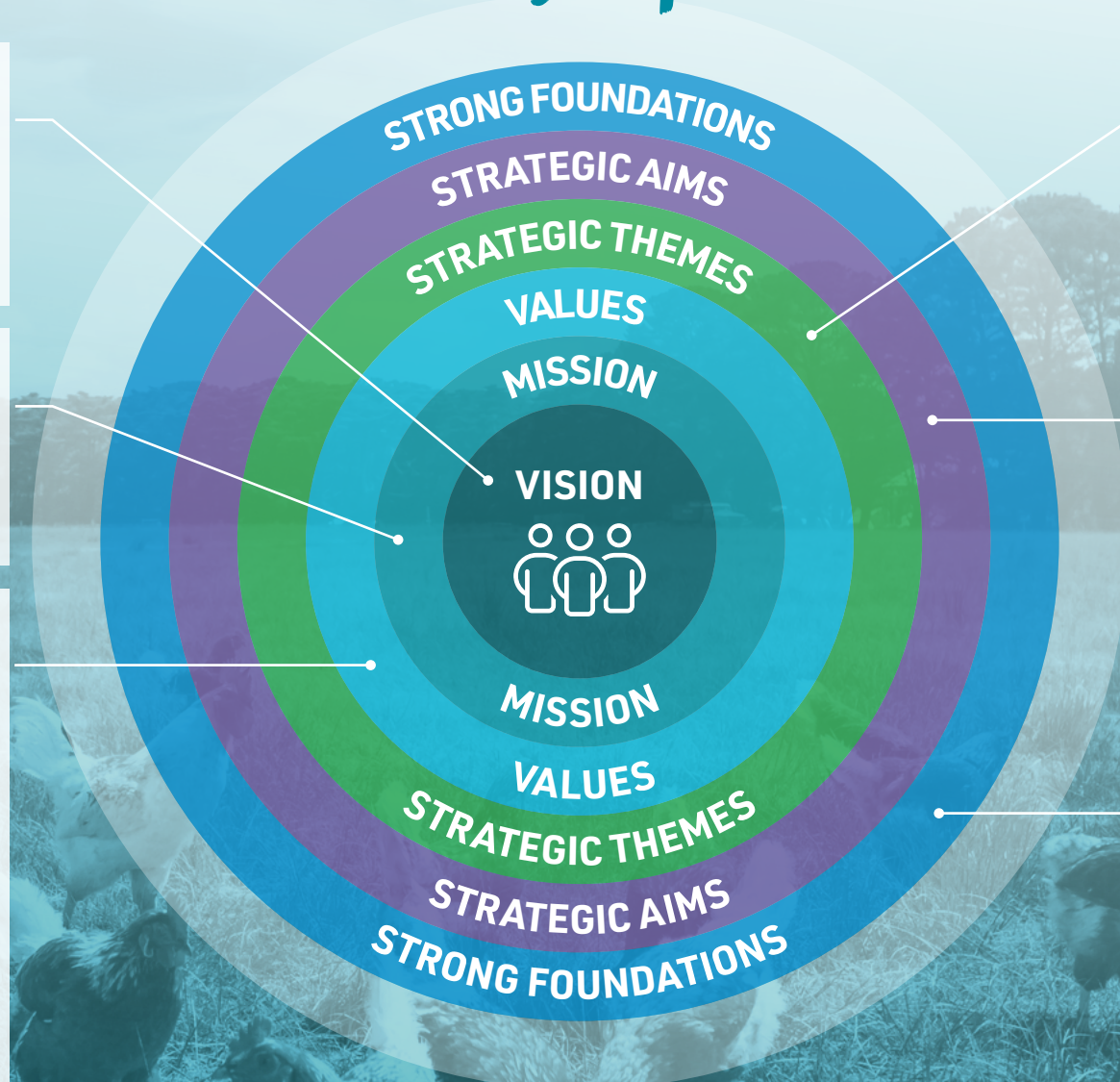
## VALUES

**LEADING:** We are an **influential, supportive** and **progressive** leader for the UK veterinary profession, providing a **strong voice for vets**.

**EVIDENCE-BASED:** We **collaborate** to drive positive **change** on the issues which matter most to our members.

**PROACTIVE:** We have a **robust** policy development process underpinning our **innovative** campaigning.

**INCLUSIVE:** We **value** everyone and bring people **together**, demonstrating **leadership** on **equality, equity, diversity** and **inclusion**.



## STRATEGIC THEMES



People – Animals – Planet

## STRATEGIC AIMS

- Leadership and influence
- Member support and benefits
- Community and member engagement
- Learning and career development

## STRONG FOUNDATIONS

- Our people
- Sustainability
- Technology
- Finances

A strong voice for vets