

## OUR VISION

A strong and respected veterinary profession working to improve animal health and welfare for the benefit of society

## OUR MISSION

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

## OUR VALUES

Responsive • Open, honest and transparent • Innovative • Evidence-led • Influential  
Representative • Value for money • Strong voice • Leadership • Diversity and equality • Proactive

# OUR STRATEGIC AIMS

### Representing and championing the veterinary profession

We will:

- ✓ Ensure the veterinary voice is heard on Brexit
- ✓ Proactively campaign on the issues that matter to members
- ✓ Pivot our activities toward workplace issues, whilst continuing to champion animal health and welfare
- ✓ Provide a strong voice for members in negotiations about future regulation
- ✓ Maintain our high media profile and social media engagement

### Providing leadership of the veterinary agenda

We will:

- ✓ Provide strong and progressive leadership
- ✓ Oversee the delivery of the ambitious Vet Futures Action Plan, with RCVS, Vet Schools Council and others
- ✓ Complete the actions set out in our animal welfare strategy
- ✓ Identify and support the next generation of veterinary leaders
- ✓ Continue to be an active member of the European and global veterinary communities
- ✓ Take a leading role in One Health in the UK

### Supporting and engaging members at every stage of their careers

We will:

- ✓ Improve the ways in which we engage with our members so they get the most from their membership
- ✓ Improve our journals' digital offering
- ✓ Develop our CPD programme, moving to outcomes-based learning
- ✓ Support fully the Mind Matters Initiative to improve mental health and wellbeing
- ✓ Develop an online 'Careers Hub'
- ✓ Provide a member resource hub and personalise the information members receive
- ✓ Deliver our regional strategy, develop our support for overseas-qualified vets, and develop our programme for BVA volunteers

## STRONG FOUNDATIONS

Our members • Our people • Governance • Relationships • Finances • IT • Property