## 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

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**Our members ● Our people ● Governance ● Relationships ● Finances ● IT ● Property**

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A strong voice for vets