



# Strategy 2021-2025

## Tā Mātou Matakite / Our Vision

A medical profession all New Zealanders can trust  
He mahi rata e whakawhirinakitia e tātou

## Tā Mātou Kaupapa / Our Purpose

We serve Aotearoa New Zealand by protecting public health and safety through setting and promoting standards for the medical profession

*We will achieve our vision, deliver on our purpose, uphold the mana of te Tiriti o Waitangi, and be a sustainable organisation through our Strategic Priorities*

Demonstrate **accountability** to the public, the profession, and stakeholders

Promote **equity** of health outcomes

Demonstrate proactive, right-touch regulation in all we do

Use data to inform innovation and improvement

Invest in organisational **capability and culture**

*Our 5 values will guide and align us:*

Kotahitanga

Togetherness

Kaitiakitanga

Protect

Whakamārama

Listen

Manaakitanga

Support

Whakapono

Integrity