

GESA Strategic Plan 2030

June 2026



Introduction from Board President, President elect and CEO

On behalf of the Board and Executive, we are pleased to present the GESA Strategic Plan 2030.

This plan reflects a shared commitment to strengthening GESA's role as the peak body for gastroenterology and hepatology in Australia, with a clear focus on improving outcomes for our members and, ultimately, for patients. Our vision: to ensure optimal gastrointestinal and liver health for all Australians – remains at the centre of everything we do.

The development of this strategy has been a collaborative process. We are grateful for the thoughtful input of the Board, the Senior Leadership Team and our members, which has helped shape a plan that is both ambitious and grounded. It builds on GESA's strong foundations while responding to the changing environment we operate including evolving models of care, workforce challenges, advances in research and technology, and increasing expectations of our role in advocacy.

The plan sets out five clear priorities that will guide our work to 2030:

1. Delivering greater value for our members;
2. Advancing clinical practice;
3. Strengthening research;
4. Supporting continuous professional growth; and
5. Amplifying GESA's voice on issues that matter to our members and the community.

Together, these priorities position GESA to remain relevant, credible and impactful – supporting our members at every stage of their careers while ensuring we continue to lead and influence improvements in gut and liver health across Australia.

Importantly, this is not a static document. It is a roadmap that will guide decision-making, investment and focus over the coming years, with progress tracked and refined as we go.

We would like to acknowledge the time, energy and expertise contributed by all those involved in developing this strategy. We look forward to working together to deliver on it.

GESA Strategic Plan 2030

Strategic Priority 1

Deliver value to members

Create tangible benefits for members, grow our community, and ensure GESA is indispensable to every GI and liver clinician in Australia.

Actions:

1. Deliver a seamless member experience framework across all member touchpoints
2. Complete the Digital Transformation program
3. Deliver Education and networking opportunities for members
4. Improve support for our regional workforce
5. Champion Diversity, Equity & Inclusion within the profession

Strategic Priority 2

Promote Clinical Excellence

Champion best practice in GI and liver care. Support guidelines, quality standards, sustainability and frameworks that elevate care for every patient.

Actions:

1. Improve the recertification process
2. Deliver a colonoscopy training program and colonoscopy improvement program
3. Support development of clinical and patient guidelines
4. Implement an AI in clinical practice Advisory Committee

Strategic Priority 3

Strengthen Research

Fund, encourage, and celebrate research that advances our field. Recognise investigators at every career stage and build the evidence base that shapes practice.

Actions:

1. Finalise and implement research strategy
2. Support junior researchers including quarantine funding, mentoring opportunities and awards
3. Define and capture research outcomes delivered through an annual research report
4. Engage funders including MRFF to promote new calls for GI/liver research critical for translation into practice

Strategic Priority 4

Support professional growth

Develop and deliver education and training pathways to members at all stages of their careers with a particular focus on areas of unmet need such as rural, remote and underserved communities.

Actions:

1. Support CPD accreditation for GESA members
2. Establish a GESA Training Committee
3. Support Education and advanced training opportunities for members
4. Promote regional gastroenterology training in Australia
5. Promote international collaborations and opportunities for junior members

Strategic Priority 5

Amplify our voice

Speak clearly and boldly to government, funding bodies, and clinical groups - for and on behalf of our patients and our clinicians.

Actions:

1. Develop and deliver advocacy plan promoting gastrointestinal and liver health in Australia
2. Establish a media presence as a trusted expert voice
3. Support development of consumer groups where there is currently no consumer group for GI and liver health

