



# **Strategic Plan 2019**

***We support people living with aphasia by:***

- Providing information
- Creating support networks
- Reducing barriers

## ***Our new slogan is:***

- Be Heard
- Be Seen
- Be Part of it

The last AAA Strategic Plan helped us become a Company by Limited Guarantee, rather than be incorporated. It also helped the Board become more professional with policies and procedures. Despite this, we are still a **volunteer organisation** with limited funding. We have no staff.

The current Board sought feedback from the AAA membership about whether we wanted to STOP the AAA, MERGE with another organisation, or DEVELOP the AAA. We decided to **DEVELOP the AAA for a trial year**.

This is the **2019 plan**. We sought input from the aphasia community. We also looked at other similar organisations' webpages. The AAA Board then met via videoconference or in person for two days in February.

The most exciting thing to come out of the planning process is our new slogan – **Be Heard, Be Seen and Be Part of it**. Here is what we will do in 2019.

Be Heard	Be Seen	Be Part of It
Committees will be formed to guide the association	Website and social media is easier to use	Members get more for their membership i.e. brochure, welcome letter and aphasia cards
	19 poster packs to 19 different health services	
	Fundraising campaign	

## **Committees**

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These are the planned Committees. Each Committee has a nominated AAA Board Member as Chair.

### **Consumer Advisory Committee**

To ensure the AAA is focused on specific needs of its community

Members: AAA Members with aphasia and their family members

Chairs: Bruce Aisthorpe, Damir Muftic, Wendy Hurley

### **National Committee**

To provide a national focus and cohesiveness for aphasia in Australasia

Members: Representatives of Australian and NZ aphasia associations will be invited

Chair: Deborah Hersh

### **Specialist Advisory Committee**

To provide advice on specialist areas of policy, practice or research

Members: Speech pathologists, managers and researchers in aphasia after stroke, traumatic brain injury, brain tumours or Primary Progressive Aphasia.

Chair: Linda Worrall

### **Fundraising Committee**

To explore funding opportunities and to build connections in the donor / philanthropic space

Members: expressions of interest to the AAA community

Chairs: Annie O'Connor, Frankie Banzski, Claire Bennington, and Claire Hession

### **Grant Writing Committee**

To assist in the of writing grants to help fund the AAA's activities

Members: expressions of interest to the AAA community

Chairs: Claire Bennington, Linda Worrall

### **Finance Committee**

To ensure that our financial processes are compliant

Members: expressions of interest for finance professionals linked to the AAA community

Chair: Claire Hession

### **Promotions Committee**

To ensure the AAA is being seen and heard to increase public awareness

Members: expressions of interest to the AAA community

Chairs: Frankie Banzski, Wendy Hurley

### **Conference Committee**

To organise the next AAA national conference

Members: Now in place

Chairs: Jasvinder Sekhon with Melbourne Board members and past conference chair, Wendy Hurley.

## **Website and Social Media**

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- The Promotions Committee will be tasked with revising the website to make it more aphasia friendly and to ensure that the AAA community are provided with the information that is useful and makes an impact on their lives.
- Membership will have an opportunity to provide feedback on the positives and the negatives of the website.
- Part of the overhaul of the website will mean that the site will be easier to navigate, and easy English will be used throughout to support the aphasia community.

## **Promotional posters and brochures**

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- The AAA will target three major health units from each State and Territory to encourage referrals and information sharing.
- A person with aphasia will deliver new posters and brochures to each Unit.
- The poster design will focus on the AAA services.

## **Fundraising campaign to support the work of the organisation**

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- The first major step in having an operational association is to ensure there are funds to underpin the activities.
- The Fundraising Committee will be instrumental in researching opportunities with granting bodies and exploring philanthropic relationships.

- Grants relevant to the Association will be discussed with the Grant Writing Committee for their input and subsequent submission.

### **More for Your Membership**

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- The process of acknowledging membership needs to be revised and refreshed.
- A welcome letter, AAA brochure and aphasia cards should be sent to all new members in a timely fashion.
- An email acknowledging the membership payment and registration needs to be sent immediately after payment.