



Strategic Plan 2020

We support people living with aphasia by:

- Providing information
- Creating support networks
- Reducing barriers

Our slogan is:

- Be Heard
- Be Seen
- Be Part of it

What did we achieve this year?

- **Successful Strategic Planning Meeting** in February 2019
- New slogan ***“Be Heard, Be Seen, Be Part of It”***
- **Committees formed** and terms of reference drafted:
 - **Consumer Advisory Committee** – inaugural meeting
 - **National Committee** – meets 3 x / year
 - **Fundraising Committee** – meets at least 4 x / year
 - **Grant Writing Committee** – mainly liaises via email whilst writing grant applications
 - **Promotions Committee** – meets at least 4 x / year
 - **Conference Committee** – meets monthly
 - (Finance Committee and Specialist Advisory Committee not yet formed)
- **Partnership with Queensland Aphasia Rehabilitation Centre**
- Document produced about Aphasia for the **National Disability Insurance Agency (NDIA)** <https://aphasia.org.au/aphasia-and-ndia/>
- Successful and well attended **Annual General Meeting**

- **Australian Charities and Not for Profit Commission (ACNC)**
Annual Information Statements submitted

- Reporting requirements met with ACNC and **Australian Securities and Investment Commission (ASIC)**

- **Declaration as a Community or Charitable Organisation** with the **Victorian Commission for Gambling and Liquor Regulation**
effective from 22/11/2019 – 21/11/2029

- **Training** attended by **Board Directors**:
 - **Australian Institute of Company Directors (AICD)**
Governance Workshops
 - **Non Profit Training (NPT) Grant Writing** workshop
 - Webinar on seeking donations via digital media
 - **Diploma of Business Governance**

Promotions Committee

- **Website** rebranded and redesigned
- **2 new leaflets** about **Aphasia** and **AAA** produced
- **Aphasia Awareness Campaign in June 2019** for **Aphasia**

Awareness Month:

Measure of impact

Increase in number of Facebook followers during June 2019: **87**

Number of **Facebook LIKES** = **805**

Number of **Facebook SHARES** = **699**

Number of **new memberships** taken out - **highest month for membership income in the 2018/2019 Financial Year**

- **Social media team** of Volunteers
(Facebook 3,263 followers, Instagram 1884 followers, You Tube, Twitter 1098 followers and 1138 tweets)
- **Very active Facebook page** with multiple posts each week
- **Newsletter** – twice per year
- **AAA Members** 225 at the end of January

Grant Writing Committee

- **4 major grant (NDIA) and 3 smaller grant applications**
(GCBF Round 101, Australia Post National Disability Conference Initiative 2020 – 2021) submitted – still awaiting to hear the outcome of the National Conference Disability Grant
- Further grants to be submitted in support of the Conference – Jetstar and Community Use of Town Halls Scheme
- Signed up to several Grant Search engines including:
 - **Grant Connect**
 - **The Community Grants Hub**
 - **The Grants Hub**and monitor for possible grant opportunities
- Many large corporations have been explored for potential funding options

Conference Committee for 2020

- Dates confirmed: **23rd and 24th November 2020**

- Theme confirmed: **Relationships**
- Venue confirmed and booked:

**Kensington Town Hall,
30-34 Bellair Street,
Kensington, VIC 3031**

- Logo designed
- Sponsorship and exhibition document drafted
- Call for papers drafted
- Successful Movie Night plus raffle and gold coin donations
- Quotes for catering have been sought

Fundraising Committee

- **Donations** – especially around **Valentine’s Day, Easter, Speech Pathology Week and Stroke Week**
- **Entertainment Book**
- **2 x Movie Night Fundraisers** in Melbourne and Brisbane
- **GoFundMe Campaign** attempted and then withdrawn

- Supported **A Night for Aphasia** in Melbourne in June 2019

National Advisory Committee

- 3 meetings held by zoom over 2019; sharing local state-based aphasia organisation news
- Development of **terms of reference** document
- Initial changes to standardise names with change from **Communicate WA** to **Aphasia WA**. Now in line with **Aphasia Victoria**. Possible plan for a similar change in South Australia
- Successful running of **Talkback Association's 20 year anniversary** celebration
- Discussions about sharing of resources between states – for example, successful funding/grant applications
- Suggestions shared about raising levels of membership across states

Progress against our 2019 priorities

At the last AAA Strategic Plan 2019 meeting we discussed whether to **STOP** the AAA, **MERGE** with another organisation, or **DEVELOP** the AAA. We decided to **DEVELOP the AAA for a trial year**. At our Strategic Plan 2020 meeting, we evaluated our progress on our 5 major goals.

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

2019 was a lot of work for our volunteers. We achieved 2 out of 5 goals. We have decided to pursue more partnerships so that we can achieve more goals in 2020.

Here is our progress against our goals in 2019:

Committees: We have formed six committees to help with the work of the association: a Consumer Advisory Committee, a National Committee, a Fundraising Committee, a Promotions Committee, a Conference Committee and a Grant Writing Committee.

Website and Social Media. We have updated our website so that it is accessible on mobile devices. The Facebook page continues to be very active.

Promotional posters and brochures. We designed and printed new brochures but we were unable to finalise the design, printing and distribution of the posters.

Fundraising campaign

Despite hours of work by the grant writing committee, we have been unsuccessful in all our grant applications. Overall, the AAA made a loss of almost \$1000 in 2019. Our best fundraising events were the film night, discounted memberships in June, Aphasia Awareness month, and when local groups have a small fundraising event.

More for Your Membership

We were unable to progress better acknowledgement of new membership subscriptions and renewals via our online membership system.

Our goals for 2020 are:

Be Heard	Be Seen	Be Part of It
A Specialist Advisory Committee will be formed to guide the association in specialist areas	We will aim to publish our newsletter more regularly.	The AAA conference in Melbourne will be the main event for 2020.
	We will work towards creating better partnerships	
	<p>We will focus fundraising on:</p> <ol style="list-style-type: none"> 1. a month of discounted fees 2. a coordinated local awareness and fundraising event on the 3rd June 3. and a nationwide film night 	

2020 is our 20th year anniversary. We hope that you can “Be Part of It” in every way possible.