



ASSBI

Australasian Society for the
Study of Brain Impairment

Strategic Plan

Financial Year 2022/2023 to 2024/2025

Contents

Visual Overview of ASSBI’s Strategic Plan Document	3
Introduction	4
Our Identity (<i>Who</i> we are)	4
Our Purpose (<i>Why</i> we exist)	4
Our Vision (<i>What</i> we want to achieve)	5
Our Mission (<i>How</i> we seek to do that)	5
Our Values (<i>Principles</i> that guide our work)	5
Our Strategic Priorities	6
Our Strategic Plan	7
Strategic Priority 1 – Engagement and Professional Development	8
Strategic Priority 2 – Research Translation	11
Strategic Priority 3 – Lived Experience Engagement	13
Strategic Priority 4 - Sustainability	15
Key Performance Indicators and Targets	17
Timeline For Implementing Our Strategic Projects	20
Activities Required for Implementing Our Strategic Projects	21
Year 1 Activities and Processes	21
Year 2 Activities and Processes	22
Year 3 Activities and Processes	23

Visual Overview of ASSBI's Strategic Plan Document

2022
to
2025

*Australasian Society for the Study
of Brain Impairment*

Strategic Plan



Our Purpose

Improve the lives of people with conditions impacting the brain and their support networks

Our Vision

Support maintenance and innovations in knowledge and practice to provide best possible treatment and care

Our Mission

Support professional development, cross-disciplinary engagement, and strengthen the voice of lived experience

Our Values

Multidisciplinary

Collaborative

Engage Lived Experience

Capacity Building

Resourceful

Our Strategic Priorities



Support multidisciplinary engagement, professional learning, and development.



Support the two-way translation of research and clinical innovation into mainstream practice.



Help strengthen the voice of lived experience in research and clinical practice.



Build sustainability and focus on impact.

Introduction

Our Identity (*Who we are*)

The Australasian Society for the Study of Brain Impairment (ASSBI) is a multidisciplinary society dedicated to improving the quality of life of people with brain-related conditions and their support networks. It encompasses all conditions impacting the brain across the lifespan and the understanding, prevention, management and treatment of, and recovery from, those conditions.

The Society was established in 1978 and incorporated as an association in Victoria in 1986.

ASSBI currently has approximately four hundred members. Approximately 90% of members reside in Australia. A broad range of allied health disciplines are represented, with approximately half of the current membership being in psychology (49%), followed by speech pathology (22%), and occupational therapy (15%). A small number of members have backgrounds in rehabilitation medicine, nursing, and management.

The Society is overseen by a Committee and supporting Sub-Committees and Coordinating Groups including an Editorial Board which oversees the running of ASSBI's journal *Brain Impairment*; a Continuing Education Group that oversees the planning of a variety of professional development/ continuing education activities and a Marketing Group that coordinates social media and promotional activity. All groups and subcommittees report directly to the Committee with the exception of *Brain Impairment*. For *Brain Impairment*, a member of the Editorial Board reports to the Committee on an *ad hoc* basis. The ASSBI Committee may provide advice and guidance regarding the direction of the journal as needed.

ASSBI has a strong Australasian and international profile. In addition to hosting an **annual conference** and publishing its peer reviewed **journal**, the Society maintains a **website** and publishes a **quarterly newsletter**. It operates a resource service, **ASSBI Resources**, providing assessment tools, treatment manuals and other resources for download and purchase. Further, ASSBI hosts **BRAINSPaN** and supports **NeuroBITE**. **BRAINSPaN** is a community of practice network for clinicians and researchers working in the brain impairment field. **NeuroBITE** is a database of intervention studies for behavioural interventions after acquired brain impairment. Both entities were developed and spearheaded by current and former members of ASSBI. **BRAINSPaN** and **NeuroBITE** operate autonomously from ASSBI and have no formal reporting requirements or governance relationship with ASSBI. ASSBI also works to support the next generation of researchers and clinical practitioners through a tailored **Education Program** and the **Student Ambassador Program** and acknowledges outstanding achievement through a range of **Awards and Prizes**.

The Society relies on volunteers to undertake the bulk of its activity. Its activity is funded through membership fees, resource sales, events, and sponsorship revenue.

Our Purpose (*Why we exist*)

Our purpose is to *bring together a multidisciplinary society of researchers, educators, and clinical practitioners to improve the lives of people with conditions impacting the brain and their support networks.*

Our Vision (*What we want to achieve*)

Our vision is to support researchers, educators, and clinical practitioners across disciplines to stay up to date, support innovations in knowledge and practice, and provide the best possible treatment and care to people living with conditions that impact the brain and their support networks.

Our Mission (*How we seek to do that*)

We work to achieve our vision by:

1. Supporting **researchers, educators, and clinical practitioners** from across all disciplines with an interest in conditions impacting the brain to meet, share, learn, and discuss the research process and clinical research initiatives in a scholarly environment
2. Providing high quality professional development opportunities for **researchers, educators, and clinical practitioners** to allow them to stay up to date on the latest research, assessment, and practice innovations and to provide opportunities for them to participate in, inform, and influence research
3. Promoting cross-disciplinary engagement and providing opportunities for **researchers, educators, and clinical practitioners** to engage with and learn from one another
4. Recognising and highlighting innovation and achievement and supporting the next generation of researchers and practitioners improving the quality of life of people with brain-related conditions, including **students, early career researchers, educators, and clinical practitioners**
5. Providing **researchers, educators, and clinical practitioners** with access to the latest research, assessment, and treatment resources
6. Advocating for, and supporting, **researchers, educators, and clinical practitioners** to strengthen the voice of people with lived experience in their research and practice and help them improve the capacity of people with lived experience and their support networks to access high quality, evidence-based information about research and practice innovations, and
7. Working to understand and continually improve the contribution that the Society is making to the sector and grow our membership base.

Our Values (*Principles that guide our work*)

A number of values or principles are core to the distinctive character of the Society and the role that it seeks to play, guiding how ASSBI works to support its members and achieve its vision and mission.

We are:

- **Multidisciplinary** – we work together across disciplines to help inform and strengthen research, training, and clinical practice
- **Generous and collaborative** – we are generous and collaborative in the way that we work with one another, in how we engage with members, and partner with others to improve the lives of people with conditions impacting the brain
- **Value and engage lived experience** – we value and work to strengthen the voice of people with lived experience in our own work and seek to support our members to do that as well
- **Capacity builders** – we work to build capacity at an individual and sector level, supporting students and clinicians/researchers in their early career
- **Resourceful and sustainable** – we seek to make the most of our available resources and work in a financially, operationally, and environmentally sustainable way.

Our Strategic Priorities

ASSBI have identified four (4) key strategic priorities that form the foundation of its strategic plan. ASSBI will focus on these four priorities over the next three financial years (FY 2022/23 - FY 2024/25) to best position it for success and impact.

We will:

1. **Support multidisciplinary engagement, professional learning, and development** – Continue to build and support a diverse, multidisciplinary membership base and provide opportunities for researchers, educators, and clinical practitioners from different disciplines with an interest in conditions impacting the brain to connect and learn from and with one another
2. **Support the two-way translation of research and clinical innovation into mainstream practice** – provide access to quality information, resources, and tools that support the two-way translation of research into practice and practice insights and innovations into research
3. **Help strengthen the voice of lived experience in research and clinical practice** – support the inclusion of the voice of people with lived experience in the design and delivery of research and practice
4. **Build sustainability and focus on impact** – maintain and grow ASSBI as an organisation that is responsive and sustainable, that plays a distinctive and impactful role in the brain impairment sector.

Our Strategic Plan

Our Strategic Plan is based on ASSBI's four strategic priorities. For each strategic priority, ASSBI have identified a series of goals that define that priority (*Goals*), associated activities (*Activities*), and relevant measures of success (*Measures*).

Each goal is associated with a list of activities that describe how we will achieve each goal. Many activities already form a core part of ASSBI; these are labelled BaU (i.e., 'business as usual'). In instances where the BaU activity needs to be adjusted or expanded, these are marked **BaU addition** and presented with a shaded green background. Most BaU additions are related to strengthening the voice of lived experience (i.e., Strategic Priority 3).

Other identified activities are novel and require the implementation of new projects; these are labelled **Project** and presented with a shaded yellow background.

Six projects have been identified: **(i)** Membership and Pricing, **(ii)** Branding and Image, **(iii)** Fundraising and Sponsorship, **(iv)** Evaluation Framework Development and Implementation, **(v)** Lived Experience Affiliate Model Development, and **(vi)** Digital Infrastructure Review.

Measures are the key performance indicators that will be collected each year. Also included are process measures (**marked in red text**). These are not measured annually but provide pathways to meeting our targets.

Legend

BaU addition	This indicates instances where business as usual activities need to be adjusted or expanded.
Project	These are novel activities that require the implementation of new projects.
Process Measures	These measures provided pathways to our key performance indicators but are not measured annually.

Strategic Priority 1 – Engagement and Professional Development

1. Support multidisciplinary engagement, learning, and professional development – continue to build and support a diverse multidisciplinary membership base and provide opportunities for researchers, educators, and clinical practitioners from different disciplines with an interest in conditions impacting the brain to connect and learn from and with one another			
Goals <i>(What do we need to focus on?)</i>	Activities <i>(How will we do that?)</i>		Measures <i>(How will we know if we have succeeded?)</i>
1.1. Maintain and build a diverse and engaged multidisciplinary membership base	<ul style="list-style-type: none"> • Review committee membership, identify ‘under-represented’ disciplines and settings and implement strategies to increase diversity • Review membership base, identify ‘under-represented’ disciplines and develop and implement targeted strategies to increase membership and support multidisciplinary representation • Review pricing of membership to encourage growth • Set diversity targets to focus effort and monitor progress (e.g., researchers, educators, and clinicians with an interest in neuro-developmental, psychiatric and neurodegenerative disorders, and under-represented clinical disciplines) 	Project	<ul style="list-style-type: none"> • Establish Working Group to undertake Committee Membership, Membership, Pricing and Brand Review • Complete Review • Develop targeted engagement strategies • Implement strategies • Number of members (by discipline/interest/ membership segment or group) • Achievement of growth and diversity targets (to be specified based on Review)
	<ul style="list-style-type: none"> • Review ASSBI name, branding, tagline and communication to improve alignment and communicate unique value proposition and purpose, as well as support member acquisition and retention 	Project	
1.2. Provide opportunities for members to connect and learn from/with others from different disciplines ¹	<ul style="list-style-type: none"> • Continue to host BRAINSPaN community of practice (CoP) 	BaU	<ul style="list-style-type: none"> • Number of BRAINSPaN posts • Number of BRAINSPaN (CoP) members • Participant feedback on accessibility, relevance, and usefulness of CoP*

¹ Note: Conference and PD Program are also relevant to Strategic Priority 2

1. Support multidisciplinary engagement, learning, and professional development – continue to build and support a diverse multidisciplinary membership base and provide opportunities for researchers, educators, and clinical practitioners from different disciplines with an interest in conditions impacting the brain to connect and learn from and with one another		
Goals <i>(What do we need to focus on?)</i>	Activities <i>(How will we do that?)</i>	Measures <i>(How will we know if we have succeeded?)</i>
	<ul style="list-style-type: none"> Conduct annual ASSBI Conference, flexing as required to coordinate virtual versus in-person delivery to promote ease of access 	BaU <ul style="list-style-type: none"> Sponsorship secured Conference delivered Number local versus overseas presenters Profile of papers presented (by type, focus, and target audience profile) Number of attendees (by discipline/ interest/ membership segment or group) Number of (%) members attending (by discipline/ interest/ membership segment or group) Net revenue realised (including performance against target) Participant feedback on accessibility, relevance and usefulness of conference* * based on member survey * based on participant and member survey
1.3. Provide access to meaningful professional development opportunities	<ul style="list-style-type: none"> Maintain Professional Development (PD) Program, continuing to focus on areas to promote cross-disciplinary exchange and learning, and tailoring activity to provide entry/engagement points for targeted cohorts and prospective members^{2 3} Explore opportunities to co-design/co-host seminars with partner organisations (e.g., universities, service providers, advocate organisations) to support member acquisition, exchange, and learning 	BaU <ul style="list-style-type: none"> Number of PD activities run (by type, focus, and target audience profile) Number of (%) members attending PD activity* Average number of PD activities attended per year* Participant feedback on accessibility, relevance, and usefulness of PD activities* * based on tracking data and/or member survey

² Link to Strategic Priority 1.1.

³ Link to Strategic Priority 3.3.

1. Support multidisciplinary engagement, learning, and professional development – continue to build and support a diverse multidisciplinary membership base and provide opportunities for researchers, educators, and clinical practitioners from different disciplines with an interest in conditions impacting the brain to connect and learn from and with one another

Goals <i>(What do we need to focus on?)</i>	Activities <i>(How will we do that?)</i>	Measures <i>(How will we know if we have succeeded?)</i>
	<ul style="list-style-type: none"> • Continue to build and curate online webinar resource and explore opportunities to strengthen ability of members to search and access online resources • Structure access to support member acquisition while balancing fee for access considerations 	BaU <ul style="list-style-type: none"> • Size of online collection/number of resources • Resource utilisation (number of post-seminar purchases/downloads) • Net revenue realised (including performance against target)
	<ul style="list-style-type: none"> • Monitor and review PD participation, resource usage, and consumer feedback to inform ongoing PD Program development and target marketing 	BaU <ul style="list-style-type: none"> • Regular review conducted to inform ongoing PD Program development and marketing
1.4. Leverage social media/online platforms to support cross-disciplinary engagement and learning	<ul style="list-style-type: none"> • Leverage social media/online platforms (e.g., Twitter Takeover) to build awareness, engagement with ASSBI (particularly across target cohorts), and support knowledge transfer and exchange⁴ 	BaU <ul style="list-style-type: none"> • Social media postings • Social media likes/re-postings* • Targeted campaign participation (e.g., Number of Twitter Takeover participants)* • Feedback on accessibility, relevance, and usefulness* <p>* based on tracking data and/or member survey</p>

⁴ Link to Strategic Priority 1.1. Also relevant to Strategic Priority 2.

Strategic Priority 2 – Research Translation

2. Support the two-way translation of research and clinical innovation into mainstream practice - provide access to quality information, resources, and tools that support the two-way translation of research into practice and practice insights and innovations into research			
Goals (What do we need to focus on?)	Activities (How will we do that?)		Measures (How will we know if we have succeeded)?
2.1. Provide access to quality information, resources, and tools	<ul style="list-style-type: none"> Maintain a peer reviewed Brain Impairment Journal Review readership and citation levels for the journal and set relevant targets 	BaU	<ul style="list-style-type: none"> Move production to 4 issues per year, from 3 issues currently. Readership (download) rates Net revenue realised (including performance against target) Number of citations and reprints
	<ul style="list-style-type: none"> Continue to support and promote NeuroBITE to members 	BaU	<ul style="list-style-type: none"> Website click through data* Member awareness and usage rates* <p>* based on tracking data and/or member survey</p>
	<ul style="list-style-type: none"> Leverage BRAINSPaN and social media to support dissemination of resources and information 	BaU	<ul style="list-style-type: none"> As per 1.2 and 1.4
	<ul style="list-style-type: none"> Increase and maintain ASSBI Resources Review pricing and marketing of platform as a means of dissemination to encourage growth 	BaU	<ul style="list-style-type: none"> Number of available resources (by type, focus, price range, and pricing model) Resource purchase and utilisation (number of purchases/downloads) Net revenue realised (including performance against target)
	<ul style="list-style-type: none"> Include “How to ...” and workshop based sessions in Conference, Professional Development and Student/Early Career events to support the translation of research into practice and share insights and innovations from practice 	BaU	<ul style="list-style-type: none"> As per 1.3
	<ul style="list-style-type: none"> Maintain Awards Program (including conference and journal awards) 	BaU	<ul style="list-style-type: none"> Secure sponsorship for awards Award program delivery

2. Support the two-way translation of research and clinical innovation into mainstream practice - provide access to quality information, resources, and tools that support the two-way translation of research into practice and practice insights and innovations into research

Goals <i>(What do we need to focus on?)</i>	Activities <i>(How will we do that?)</i>	Measures <i>(How will we know if we have succeeded?)</i>
2.2. Recognise and highlight innovation and achievement	<ul style="list-style-type: none"> Re-initiate Practice Innovation Award Showcase/highlight research and practice insights and innovations through designated 'Insights and Innovations' PD Stream Target marketing to broaden reach across member <u>and non-member</u> market (with intention of supporting cross-fertilisation and impact on research, training, and clinical practice) 	<p>BaU addition</p> <p>BaU</p> <ul style="list-style-type: none"> As per 1.3 Feedback from participants on knowledge, prospective and actual (delayed post-session) application of learnings* <p>* based on member survey</p>
2.3. Support the next generation of researchers, educators, and clinical practitioners	<ul style="list-style-type: none"> Consolidate and build on tailored offerings to connect with, engage, and support students and early career researchers and clinicians Maintain Student Ambassador Program Continue to include a student workshop/component as a standard feature in all ASSBI Conferences Leverage social media and online resources/forums to promote 'student and early career' activities and involvement 	<p>BaU</p> <p>BaU</p> <ul style="list-style-type: none"> Number of Student and Early Career Program activities run (by type, focus, and target audience profile) Number of participants Ongoing ASSBI subscription (retention) rate of student and early career researchers and clinicians (e.g., post-graduation) Social media postings Social media likes/re-postings* Targeted campaign/forum participation* Feedback on accessibility, relevance, and usefulness* <p>* based on tracking data and/or member survey</p>

Strategic Priority 3 – Lived Experience Engagement

3. Help strengthen the voice of lived experience in research and clinical practice – support the incorporation of the voice of people with lived experience in the design and delivery of research and practice			
Goals <i>(What do we need to focus on?)</i>	Activities <i>(How will we do that?)</i>		Measures <i>(How will we know if we have succeeded?)</i>
3.1. Strengthen the voice of people with lived experience within ASSBI	<ul style="list-style-type: none"> Establish an Executive Sub-committee to support the implementation of this strategic priority 	BaU addition	<ul style="list-style-type: none"> Sub-committee established Terms of Reference defined
	<ul style="list-style-type: none"> Develop a Lived Experience Affiliate (LEA) Membership to allow organisations/people with lived experience to register to be notified of updates to website and relevant programs and events Develop and implement marketing strategy 	Project	<ul style="list-style-type: none"> Develop and launch Lived Experience Affiliate Model Develop and implement Marketing Strategy Number of LEAs
3.2. Promote and role model good practice in research and clinical practice design and delivery	<ul style="list-style-type: none"> Showcase/highlight good practice through designated ‘Engaging Lived Experience’ PD Stream Explore development of a workbook/how to guide to do this (feeding back to stakeholders) 	BaU addition	<ul style="list-style-type: none"> As per 1.3 Feedback from participants on knowledge, prospective and actual (delayed post-session) application of learnings* <p>* based on LEA and general member survey</p>

3. Help strengthen the voice of lived experience in research and clinical practice – support the incorporation of the voice of people with lived experience in the design and delivery of research and practice			
Goals <i>(What do we need to focus on?)</i>	Activities <i>(How will we do that?)</i>		Measures <i>(How will we know if we have succeeded?)</i>
	<ul style="list-style-type: none"> • Include a lived experience component as a standard feature in all ASSBI Conferences 	BaU addition	<ul style="list-style-type: none"> • Session(s) delivered • Number of presenters with lived experience (at session and conference overall) • Profile of papers presented (by type, focus, and target audience profile) • Number of attendees (by membership segment or group) • Number of (%) members attending (by membership segment or group) • Participant feedback on accessibility, relevance, and usefulness of conference* <p>* based on participant and member survey</p>
3.3. Support members to connect with consumer advocates and organisations working with people with lived experience	<ul style="list-style-type: none"> • Build and formalise relationships with advocate groups/ peak bodies/service providers working with people with lived experience to inform and share work (e.g., Brain Injury Australia, Synapse, Stroke Foundation) • Identify opportunities for two-way collaboration to help strengthen the voice of lived experience and increase access to research and awareness of quality practice • Develop Contact/Collaboration Register of organisations that researchers and members can access to identify points of engagement with lived experience groups 	Project	<ul style="list-style-type: none"> • Number of substantive collaborations (overall and by focus and type) • Launch of Register • Number of organisations on Register
3.4. Support translation/ promotion of research to inform practice	<ul style="list-style-type: none"> • Work with members and organisations working with people with lived experience to improve the accessibility of research so that it can be translated into practice in both clinical and other areas (e.g., health, housing, disability) to support service improvement for people with lived experience 	BaU addition	<ul style="list-style-type: none"> • Collaborative projects supported • Research translations enabled • Examples of translations into practice

Strategic Priority 4 - Sustainability

4. Build sustainability and focus on impact – maintain and grow ASSBI as an organisation that is responsive and sustainable, that plays a distinctive and impactful role in the brain impairment sector			
Goals <i>(What do we need to focus on?)</i>	Activities <i>(How will we do that?)</i>		Measures <i>(How will we know if we have succeeded)?⁵</i>
4.1. Maintain and leverage membership and distribution database to support ASSBI activity	<ul style="list-style-type: none"> Review, clean, categorise, and maintain Membership and Distribution Database to support member analysis and engagement 	Project	<ul style="list-style-type: none"> Database Review completed
4.2. Maintain and leverage website	<ul style="list-style-type: none"> Maintain website and monitor use to leverage/optimize site 	BaU	<ul style="list-style-type: none"> Number of unique users Usage patterns and click through data for targeted promotions <p>* based on tracking data and/ or member survey</p>
4.3. Target and leverage social media and marketing to promote activity	<ul style="list-style-type: none"> Maintain and use social media and digital marketing (Electronic Direct Mail and newsletter) to build awareness of activity and market events Tailor and target activity to engage priority target groups for conference, PD, and other events and programs 	BaU	<ul style="list-style-type: none"> Number of targeted digital campaigns run (to support member acquisition or promote events) Performance against campaign metrics (related to member acquisition and event participation)* <p>* based on tracking data and/ or member survey</p>
4.4. Review IT infrastructure	<ul style="list-style-type: none"> Identify and review Digital Infrastructure options to optimize online activity and collaboration and develop IT strategy 	Project	<ul style="list-style-type: none"> Establish Working Group to undertake Digital Infrastructure Review Review completed IT strategy developed Strategic priorities actioned
4.5. Strengthen focus on impact	<ul style="list-style-type: none"> Develop Integrated Evaluation Framework to monitor member recruitment, retention, engagement (participation), and impact Align data monitoring and feedback gathering to align with evaluation Framework 	Project	<ul style="list-style-type: none"> Establish Working Group to undertake Evaluation Framework Development and Implementation Develop Evaluation Framework Implement Framework Implement and use activity and impact reporting

⁵ Grey = process measures, Black = impact measures

4. Build sustainability and focus on impact – maintain and grow ASSBI as an organisation that is responsive and sustainable, that plays a distinctive and impactful role in the brain impairment sector			
Goals <i>(What do we need to focus on?)</i>	Activities <i>(How will we do that?)</i>		Measures <i>(How will we know if we have succeeded)?⁵</i>
	<ul style="list-style-type: none"> • Report against Framework 		
4.6. Review fundraising options	<ul style="list-style-type: none"> • Develop structured Fundraising Strategy • Explore opportunity to register with Australian Charities and Not-for-Profit Commission and secure Deductible Gift Recipient status or establish collaborative auspicing arrangements to help fund activity • Review sponsorship opportunities and formalise sponsorship policy and strategy 	Project	<ul style="list-style-type: none"> • Establish Working Group to develop Fundraising and Sponsorship Strategy • Fundraising and Sponsorship Strategy developed • Strategic priorities actioned

Key Performance Indicators and Targets

Based on the impact measures outlined in the strategic plan, we have set strategic targets against which to measure our performance over the next three financial years. Some of these are aspirational or ‘stretch’ targets; however, we believe that it is worthwhile being clear what we are striving to achieve.

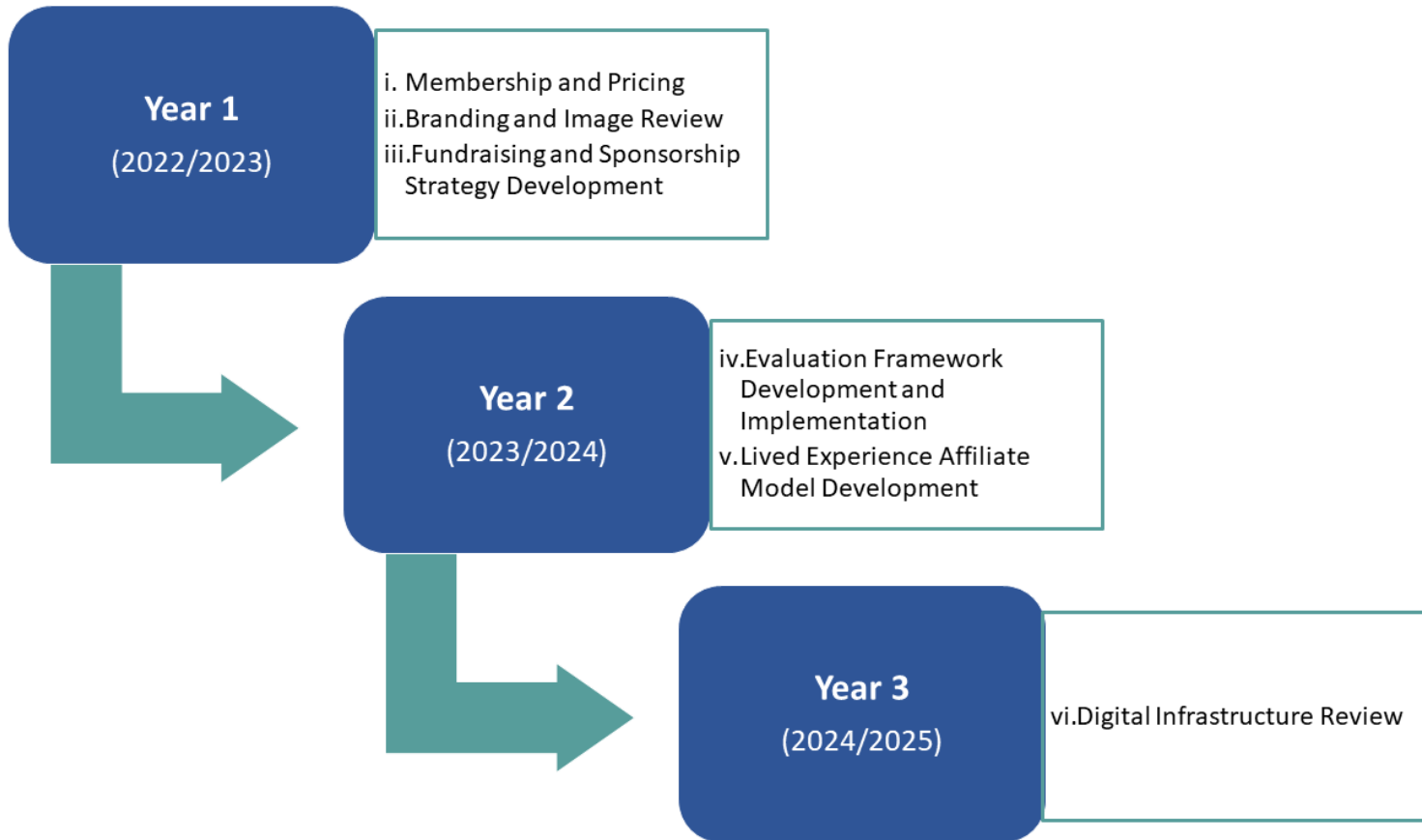
Focus	Metric	Baseline July 2022	End FY 2022/23	End FY 2023/24	End FY 2024/25
Membership	Number of members (overall)				
	Performance against diversity (acquisition) targets				
	Member retention rate (year on year)				
	Student to full member conversion rate				
	Number of Lived Experience Affiliate memberships				
	Number of organisations on Collaboration register				
Member satisfaction	Member value (based on member survey) <ul style="list-style-type: none"> % members that value or highly value ASSBI membership % members that agree or strongly agree that ASSBI makes a valuable contribution to: (a) the brain impairment sector; and (b) helping researchers, educators, and practitioners better support people living with conditions impacting the brain 				
	Net Promoter Score (NPS) (on a scale of 1 – 10 how likely are you to encourage peers or colleagues to join ASSBI)				
Student and Early Career	Number of Student and Early Career members				
	Number of Student and Early Career activities				
	Number of participants				
Conference	Performance against budget				
	Number of abstract submissions				
	Conference attendance (overall and performance against diversity targets)				
	Number of attendees				
	% members attending conference				
	Number of presenters with lived experience				
	Number of national presenters				
	Number of international presenters				
Attendee experience (%) (based on attendee survey) <ul style="list-style-type: none"> % had a positive or very positive experience 					

Focus	Metric	Baseline July 2022	End FY 2022/23	End FY 2023/24	End FY 2024/25
	<ul style="list-style-type: none"> • % that agree or strongly agree that the conference: <ul style="list-style-type: none"> - Helped build professional network - Helped inform their research or professional practice - Provided a valuable opportunity to share practice and learn from others (a) in own discipline and (b) in other disciplines 				
Professional Development	Performance against budget				
	Number of training events delivered				
	Number of attendees				
	% members participating in PD				
	Number of recorded seminar/workshop purchases/downloads				
	Attendee experience (%) (based on attendee feedback) <ul style="list-style-type: none"> • % attendees indicating training was useful or very useful • % that agree or strongly agree that training: <ul style="list-style-type: none"> - Helped build professional network - Helped inform their research or professional practice - Provided a valuable opportunity to share practice and learn from others (a) in own discipline and (b) in other disciplines 				
Resources	Number of BRAINSPaN subscribers				
	Website click through to NeuroBITE				
	Usage rates of NeuroBITE				
	Number of resources purchased (excluding seminar/workshop recordings)				
	Net revenue of ASSBI resources purchased				
Journal	Number of Brain Impairment issues per year				
	Number of submissions to Brain Impairment Journal				
	Readership (download) rates				
	Journal Impact Factor				
	Journal AltMetric Score				
	Number of citations				
	Number of social media shares				
ASSBI profile/ exposure	Number of unique visitors to ASSBI website per year				
	Number of social media posts/reposts/likes				

Focus	Metric	Baseline July 2022	End FY 2022/23	End FY 2023/24	End FY 2024/25
	Number of Twitter Takeover participants				
Financial performance	Performance against budget (overall)				
	Performance against sponsorship target				

Timeline For Implementing Our Strategic Projects

As outlined in the Strategic Plan, ASSBI will undertake six strategic projects alongside its business-as-usual activities to fully enact its strategic priorities. Those projects will be implemented in phases. An overview of how the project activity will be implemented over the next three financial years is provided below.



Activities Required for Implementing Our Strategic Projects

Our six strategic projects will be developed and implemented across a three-year period. An overview of the activities and processes required to develop and implement each project is provided below, organised by the year of implementation. It is expected that the activities and processes identified will be modified and/or expanded as sub-committees are formed and work to develop and implement project objectives. Thus, this part of the strategic plan document needs to be seen as a living document, especially for Year 2 and Year 3 where identified activities are likely to arise from Year 1 activities.

Year 1 Activities and Processes

ASSBI will implement the first three strategic projects during the 2022/2023 financial year.

2022/2023		
<i>(i) Membership and Pricing</i>	<i>(ii) Branding and Image</i>	<i>(iii) Fundraising and Sponsorship Strategy Development</i>
<p>Membership Review:</p> <ul style="list-style-type: none"> Identify key criteria for grouping (segmenting) member base Review and clean database, tagging records based on key categorising criteria Analyse data to identify trends in member (segment) behaviour (i.e., type and level of engagement, retention), including consideration of both who is and who is not represented in the data Develop personas (i.e., example members) that reflect key groups in membership base, both existing and desired to guide development of membership base Use personas to understand how might engage with those types of members and develop value propositions (desirable offerings) for those personas based on ASSBI activities (use to identify gaps in offer/opportunities to extend it) Test offering with members of persona groups <p>Pricing Review:</p> <ul style="list-style-type: none"> Alongside the above activity develop and test pricing models and levels 	<ul style="list-style-type: none"> Define key attributes that you would like to be associated with the ASSBI brand and what you want people to be able to quickly ‘read’ into what ASSBI stands for Review name and tag line and develop alternatives Assess alternatives against desired attributes and meanings Identify preferred option(s) Use focus groups to test and iterate options Select preferred option Re-develop website to align with new brand Monitor cyber security of website Review data protection procedures <p>Note: also option of seeking to get pro bono or volunteer support for this activity (e.g., through MBA based marketing strategy project group)</p>	<p>Strategy Development and Implementation:</p> <ul style="list-style-type: none"> Confirm funding requirements (amount and purpose for which funds will be applied) Brainstorm the value that prospective funding partners/sponsors can get out of supporting ASSBI (<i>What is in it for them?</i>) Identify organisations/ individuals that would be attracted to those things (by type or specific entities) Develop value propositions (pitches) for different types of funders/partners Identify priority candidates and develop strategy and tailored pitches to approach those candidates Approach priority candidates <p>Monitoring, Reflection and Review:</p> <ul style="list-style-type: none"> Monitor implementation and use learnings to inform ongoing activity

2022/2023		
<i>(i) Membership and Pricing</i>	<i>(ii) Branding and Image</i>	<i>(iii) Fundraising and Sponsorship Strategy Development</i>
<ul style="list-style-type: none"> Review fee structures used by other peer organisations Test propensity to pay as part of (above) persona exploration Develop and implement pricing strategy Monitor member recruitment, retention, and churn <p>Monitoring, Reflection and Review:</p> <ul style="list-style-type: none"> Develop renewal/exit surveys to understand basis for renewal/non-renewal (exit) Use survey to assess effectiveness of above strategies 		

Year 2 Activities and Processes

During the 2023/2024 financial year, ASSBI will implement two additional projects.

2023/2024	
<i>(iv) Evaluation Framework Development and Implementation</i>	<i>(iv) Lived Experience Affiliate Model Development</i>
<ul style="list-style-type: none"> Establish working group to undertake Evaluation Framework Development and Implementation Develop framework to monitor member recruitment, retention, engagement and impact Implement framework Use framework for annual reporting 	<ul style="list-style-type: none"> Establish an executive sub-committee to support implement of Strategic Priority 3 Define Terms of Reference for sub-committee Develop and launch Lived Experience Affiliate membership Develop and implement marketing strategy targeting strengthening the voice of lived experience Identify advocacy groups/peak bodies/service providers working with people with lived experience that ASSBI needs to collaborate with Identify potential forms of collaborations for each group/body/provider Build and formalise relationships/ collaborations with advocate groups/peak bodies/service providers Develop and launch contact register of organisations with established collaborations Explore opportunities to co-design/co-host seminars with partner organisations supporting people with lived experience

2023/2024	
<i>(iv) Evaluation Framework Development and Implementation</i>	<i>(iv) Lived Experience Affiliate Model Development</i>
	<ul style="list-style-type: none"> • Develop 'Engaging Lived Experience' PD stream for presentations/workshops/conference • Identify number of PD presenters with lived experience • Identify opportunities to work with people with lived experience to improve accessibility of research and translation to practice • Explore development of a workbook that provides guidance on how to engage lived experience in research process

Year 3 Activities and Processes

ASSBI will undertake implementation of the final strategic project will be undertaken during the 2024/2025 financial year.

2024/2025
<i>Digital Infrastructure Review</i>
<ul style="list-style-type: none"> • Establish working group to undertake Digital Infrastructure Review • Develop IT strategy • Review, clean, categorise and maintain membership database