

# BrainLink Services Strategic Plan 2023-2025

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OUR VISION	<i>Supporting people living with brain injuries, their families, and carers, to live fulfilling lives</i>	STRATEGY	<i>Opportunities for impact and sustainability</i>	<i>Building the BrainLink Brand</i>	<i>Evidence based decision making</i>
OUR MISSION	<i>To connect people impacted by brain injuries to the care, support, and networks they need</i>	GOALS	Implement formal processes for actively scanning future opportunities Engage with local, State and Federal representatives to shape the sector Innovative approaches for sustainability	Map and manage Stakeholder and Partnership relations Public awareness focus on engagement with BrainLink Formal Bequest program to encourage engagement	Identify processes for evidenced based leadership and report measurements to support Board decision making
OUR VALUES	<i>Quality: in our service, advice, and advocacy</i> <i>Integrity: doing what we know to be right</i> <i>Respect: for those we work with</i> <i>Equity: access for all who need and want our services</i> <i>Innovation exploring better ways</i>	SUCCESS MEASURES	Effective Board decision making Increased engagement with those who represent and shape the sector Diversified revenue streams	Stakeholder and Partnership engagement Increased engagement with all Stakeholders An effective, efficient Bequest program in place	Effective measurement of operational delivery Using data strategically for effective delivery Actual data to support board's decision making
OUR PILLARS	<b>Financial modelling</b>				
	<b>Innovation</b>				
	<b>Workforce planning</b>				