

BrainLink Services Strategic Plan 2025-2028



OUR VISION	STRATEGY		
<p><i>People with brain injuries, their families, and carers, live fulfilling lives</i></p>	1	2	3
	<p><i>Drive Sustainable Impact and Growth</i></p>	<p><i>Promote BrainLink and Understanding of Brain Injury</i></p>	<p><i>Adapt for Organisational Success and Thrive in a Changing World</i></p>
OUR MISSION	GOALS		
<p><i>To connect people impacted by brain injuries to the care, support, and networks they need</i></p>	<p>Explore Future Opportunities and Innovation</p> <p>Identify Service Gaps and Grow Sustainably</p> <p>Engage Stakeholders and the Community</p> <p>Increase Efficiency and Transparency</p>	<p>Raise Awareness and Engage the Community</p> <p>Strengthen Relationships and Build Partnerships</p> <p>Enhance Brand and Customer Connections</p>	<p>Drive Data Adaptability</p> <p>Strengthen Sector Influence</p> <p>Integrate Innovative Technology</p> <p>Build Workforce Resilience</p>
	OUR VALUES	SUCCESS MEASURES	
<p>Quality: <i>in our service, advice, and advocacy</i></p> <p>Integrity: <i>doing what we know to be right</i></p> <p>Respect: <i>for those we work with</i></p> <p>Equity: <i>access for all who need and want our services</i></p> <p>Innovation: <i>exploring better ways</i></p>	<p>Initiatives implemented and sustainable</p> <p>Increased revenue</p> <p>Meaningful stakeholder collaboration</p> <p>Operational efficiency improvements</p>	<p>Increased community participation</p> <p>Growth in stakeholder partnerships</p> <p>Improved brand visibility</p>	<p>Effective data driven decision making</p> <p>Codesigned services meeting needs</p> <p>Technology implementation enhancing operational performance</p> <p>Workforce Investment</p>