



Candidate Profile Form

Full Name	Janessa L Baddeley
Summary of Professional Experience	<p>With over a decade of experience in medical imaging, I bring a unique blend of clinical and organisational expertise to the ASA Board. My journey began with a degree in Radiology in 2011, followed by a postgraduate diploma in Ultrasound from UniSA in 2015, and a Master of Ultrasound from CQU in 2019.</p> <p>Six years ago, I had the privilege of serving as the inaugural ASA Professional Development Manager (PDM), a role I was instrumental in creating, and one I am proud to see continue to expand in its delivery to the highest level of professional resources for sonographers. As a PDM, I've worked tirelessly to support the growth and education of sonographers, living the organisation's mission from the inside out.</p> <p>Throughout my career I have worked in various facets of the profession, from a metropolitan busy public hospital to regional private practice, and now as a Senior Specialist Sonographer in Women's Health, I am deeply connected to the day-to-day work that defines our profession.</p> <p>Even before graduating I was committed to giving back to our community, this passion has only ever been amplified over the years and I still actively give back outside of employment, through volunteering on various committees and presenting at all levels from local in-house training to national conferences. In 2022, this passion was honoured with an Associate Fellowship of the ASA, a title I hold to the highest esteem.</p>
Home City	Ballarat, Victoria

Reasons for Nominating to become a General Director	<p>The future of sonography is being written right now—and we have a choice: to lead the change or be shaped by it. I’m running for the ASA Board to ensure we lead.</p> <p>Our profession is at a pivotal moment. New technology is transforming our work, but the heart of what we do—clinical excellence and compassionate care—must remain our core focus. I offer a rare dual perspective as both a practicing sonographer and a former ASA staff member. I've lived the pressures of the scan room, and I know how decisions are made behind the scenes.</p> <p>Unlike external candidates, I can connect the "what" with the "how." I'll turn high-level strategy into practical, on-the-ground solutions. I am committed to protecting our greatest asset, our workforce, by ensuring the board's decisions lead to real progress for every sonographer.</p> <p>If you want a representative who understands your reality and will fight for a sustainable, respected, and forward-looking profession, I'm ready. Let's shape the future of sonography together.</p> <p>A vote for Ness, is a vote for progress.</p>
Previous Experience as a Director, Board Member or Committee Member	<p>I am currently a board committee member of the Ballarat and District Multiple Birth Association; I have also worked on the ASA Special Interest Group – Women’s Health and the ASA Victoria Branch Committee.</p>
Other Information	<p>Say Yes to Ness</p>