

Australasian Sonographers Association

Strategic plan

2025-28



Vision

A healthier world through sonographer expertise

Mission

Strengthening the sonography profession to deliver better health through ultrasound

Values

- Member-centric
- Accountable
- Caring
- Innovative
- Collaborative



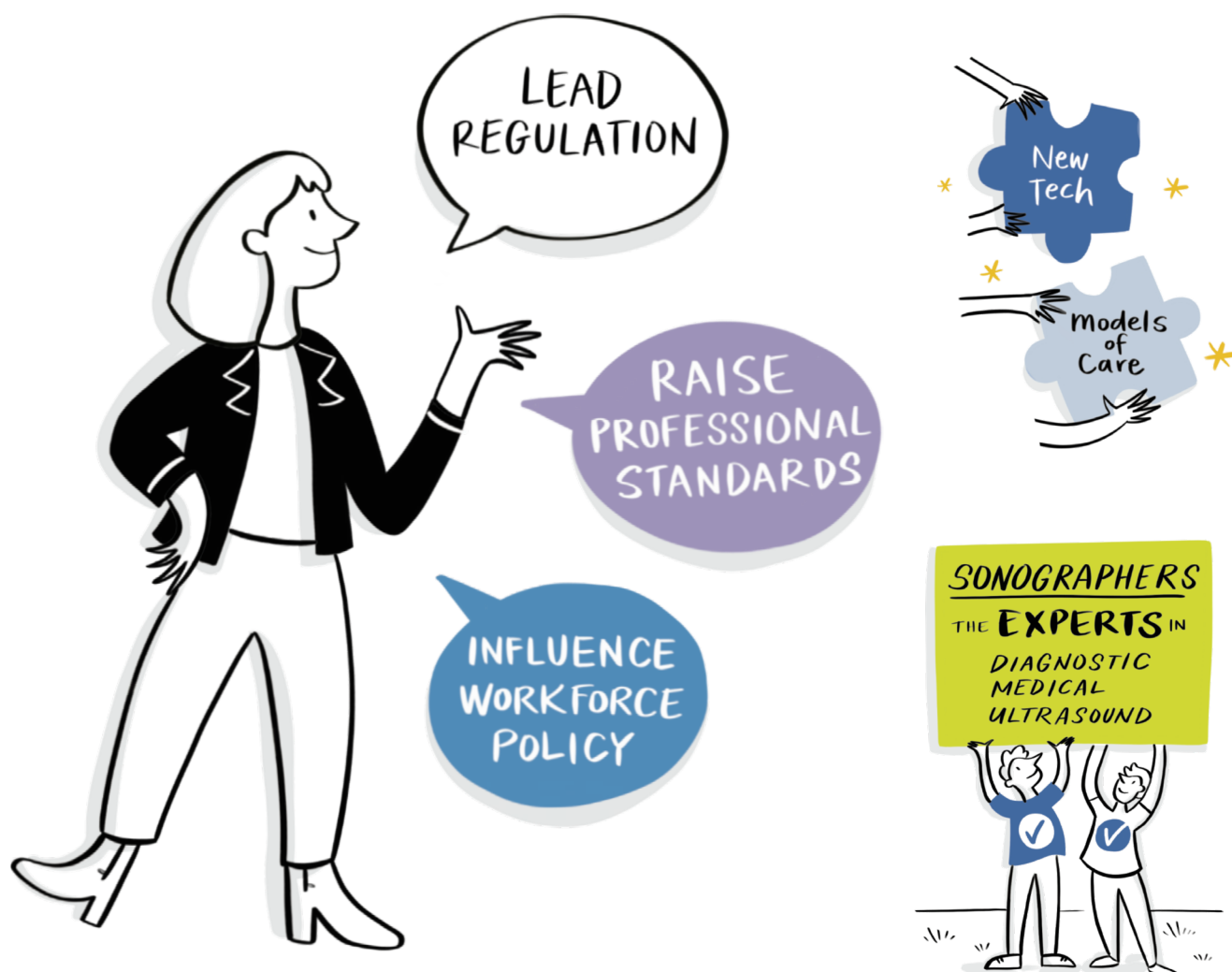
Promote and advocate for the advancement of the profession

Strategic Goal

Sonographers are recognised and valued for their expertise in healthcare

Strategic Priorities

- Position and promote the sonographer as the expert and principal provider of diagnostic medical ultrasound
- Lead sonographer regulation and raise professional standards
- Positively influence the policy direction regarding workforce challenges to empower the sonography profession
- Collaborate with key stakeholders on new technologies and models of care for better patient outcomes



Drive the quality and standards of sonography practice

Strategic Goal

Sonographers leading high quality healthcare

Strategic Priorities

- Develop high quality professional practice and standards
- Encourage and support evidence-based best practice
- Invest in and promote research to progress and strengthen the profession



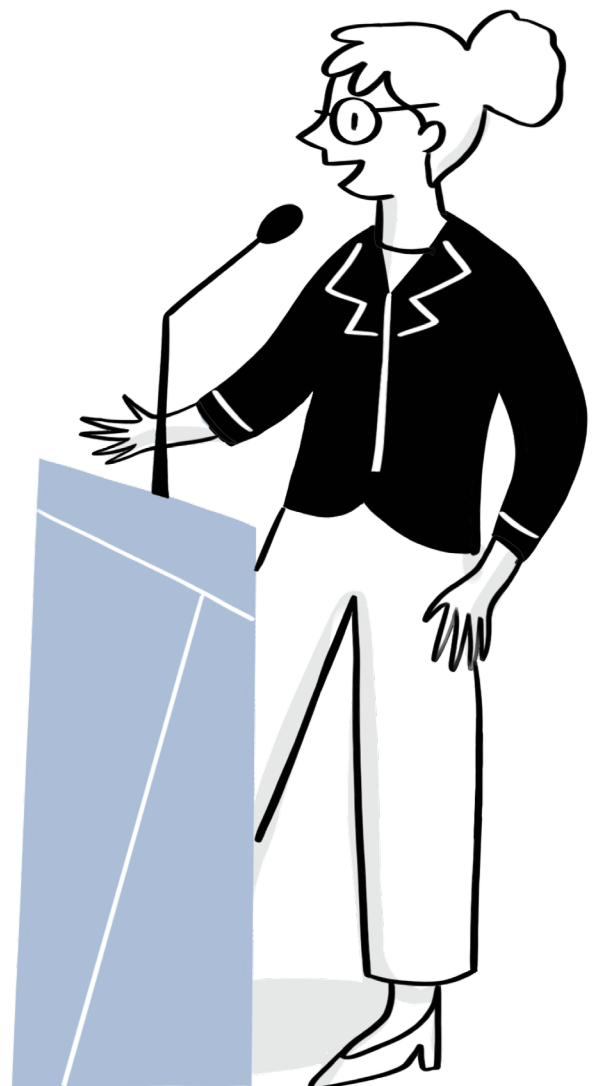
Provide lifelong learning

Strategic Goal

Ensure sonographers have access to the education and training they need

Strategic Priorities

- Grow a diverse and accessible array of CPD opportunities for sonographers across the career continuum
- Create an innovative and evolving world-class annual international conference
- Foster an inclusive and supportive learning culture



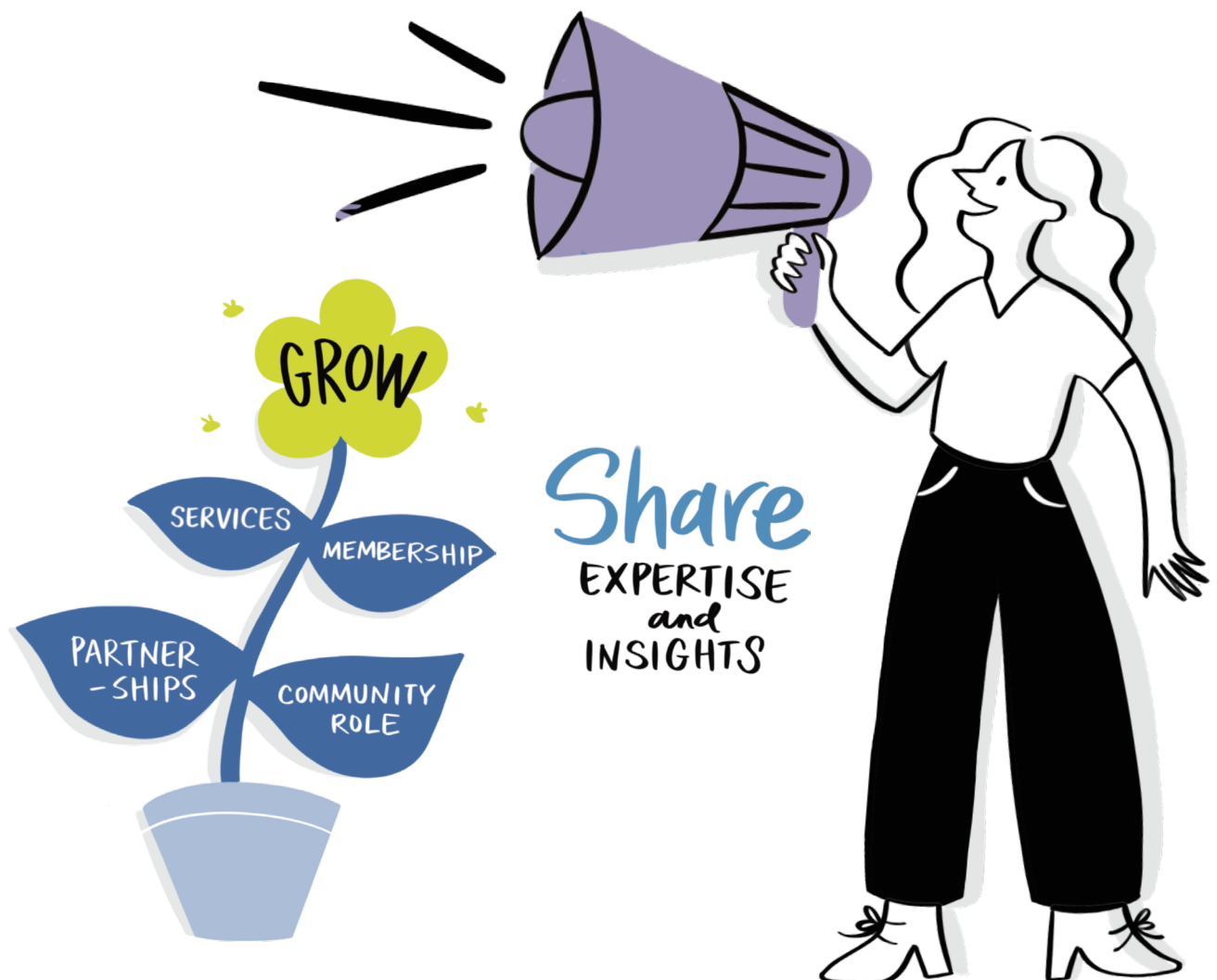
Be the trusted leader in ultrasound

Strategic Goal

ASA is the leading voice for medical ultrasound

Strategic Priorities

- Expand partnerships, both nationally and internationally, to share expertise and insights and advance the profession
- Partner in education and training for other health professions using medical ultrasound
- Strengthen the association's role in community health and public awareness
- Expand membership and services in under-serviced areas



Strengthen ASA's organisational excellence

Strategic Goal

Cultivate a thriving, engaged and resilient organisation

Strategic Priorities

- Foster a caring and inclusive culture that supports high performance
- Maintain strong governance and stewardship
- Sustain prudent financial management to invest in our purposes
- Support professional growth, innovation and strategic impact





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