



# 2023-25

## STRATEGIC PLAN



[Sonographers.org](https://www.sonographers.org)

JUNE 2023

# President's Message

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The Australasian Sonographers Association's (ASA) Strategic Intent 2023-2025 reveals the significant progress the ASA has made in implementing priorities within our previous strategic plans. We are proud to report that many prior initiatives are now being continued as business as usual, demonstrating the organisation's stability.

This new strategic intent outlines the shift in focus bringing together day-to-day operations, along with growing the ASA's professional leadership, influence, recognition and impact.

The ASA, with its resources and unique membership, has a distinct opportunity to become the leader for sonographers, with a global presence that goes beyond our current reputation as a high quality continuous professional development provider. We have developed an ambitious and comprehensive strategy for the next two years, aiming to create impact and build the ASA into a recognisable brand, and establishing the ASA as the trusted, go-to organisation for all things sonography. We aim to build a recognisable point of view, and share our expertise and insight with others locally and internationally, by demonstrating strong and professional leadership. We believe that by focusing on these areas, we can achieve our strategic objectives and make a meaningful impact to create a healthier world through sonographer expertise.

A handwritten signature in black ink, which appears to read 'Ian Schroen'. The signature is fluid and cursive, with a period at the end.

Ian Schroen  
President, Australasian Sonographers Association

# A thought leading organisation making an impact

## Our Vision

A healthier world through sonographer expertise.



## Our Mission

Developing the sonography profession to deliver better health through ultrasound.



## Our Values

Member Focussed



Accountable



Courageous



Integrity



Unity



Innovative



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## Promote and advocate for the advancement of the sonography profession

### Strategic Goal

- Sonographers are valued and recognised for the impact they have on healthcare outcomes.

### Strategic Priorities

- Position the sonographer as the expert and principal provider of diagnostic medical ultrasound
- Progress sonographer regulation to the point where Regulatory Impact Assessments are well underway by 2025
- Positively influence the policy direction to reduce workforce shortage pressures and help ensure long-term sustainability of the sonography profession
- Collaborate with key stakeholders on new and emerging technologies that impact sonographers.

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## Drive the quality and standards of sonography practice

### Strategic Goal

- Sonographers deliver high quality services for optimal patient outcomes.

### Strategic Priorities

- Contribute directly to high quality professional practice through the development of recommendations for sonography
- Encourage and support evidence-based practice and the research capacity of the profession
- Support and invest in research to assist in progressing and strengthening the profession
- Contribute to safe, appropriate, effective, and equitable care for all people from socially, culturally, and linguistically diverse, and disadvantaged backgrounds.

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## Provide lifelong learning

### Strategic Goal

- Ensure sonographers have access to everything they need to have a successful sonography career.

### Strategic Priorities

- Easily accessible opportunities for learning and development
- Establish a recognised career framework
- Sonographers working to their full scope of practice

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## The trusted leader in ultrasound

### Strategic Goal

- ASA is the trusted and go-to organisation for all things related to ultrasound. ASA is a thought leading organisation, making an impact.

### Strategic Priorities

- Collaborate internationally to share expertise and insights
- Leading the conversation on patient care and ultrasound
- Establish partnerships that are aligned with ESG principles

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## Nurture a diverse and inclusive organisation and profession

### Strategic Goal

- The ASA and the sonography profession are employers and occupations of choice for all.

### Strategic Priorities

- Live our values
- Creating a caring culture that supports high performance for all
- Empowering and enabling our people to be their best