

## Goals

- To promote continuing education for sonographers
- To promote best practice in sonography
- To advocate members interests and raise the profile of the profession
- To provide a forum for communication
- To provide member services and benefits

## To achieve these objectives we will:

- Engage members, potential members and a wide range of stakeholders
- Provide a supportive environment for volunteer committees to participate and deliver
- Enhance the stability, skills and responsiveness of the valued National Office staff
- Comply with legal and ethical principles
- Maintain and disseminate information
- Grow the organisation through innovation and accountability.



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# Strategic 2008 Plan 2010

The peak body and leading  
voice for sonographers



## Goals

## Objectives

## Success measures

### Membership

- Continue to increase the value of membership to the ASA.
- Enhance the range of benefits available to members.
- Achieve ambitious membership retention and recruitment targets.
- Expand membership, particularly in under-represented segments by tailoring membership.
- Anticipate members' needs and follow market trends.

ASA's membership retention and growth increases and commitment to the Association strengthens through the provision of an innovative range of benefits and excellent customer service.

### Professional development and training

- Enhance the range, quality and accessibility of professional development opportunities.
- Ensure the sustainability and continuous improvement of current programs.
- Develop innovative new products in line with demand.

ASA is the "provider of choice" for innovative sonographer training and professional development.

### Best practice

- Ensure the Association's brand is synonymous with strength and professionalism.
- Promote appropriate work practices through the establishment of professional standards.
- Streamline the regulatory environment for sonographers to ensure quality patient outcomes.

ASA encourages best practice sonography by providing a range of resources for sonographers and contributing to the development of regulations.

### Advocacy

- Continue to raise the profile of the profession whilst reinforcing the Association's position as the leading body for sonographers.
- Form strong relationships with key stakeholders.
- Establish a position of influence by raising issues and providing feedback.
- Provide strong representation to enable progression of key issues facing sonographers.

ASA's contributions are sought by policy makers in all jurisdictions.

### Communication

- Articulate the Association's direction and progress to members and stakeholders.
- Utilise effective communication channels including **soundeffects** and the website.
- Engage with and value the input of volunteer committees.
- Regularly survey members, volunteers and meeting delegates.

ASA is regarded by members, stakeholders, governments and the community as the pre-eminent voice for sonographers.