

Strategic Plan



Vision

Every Australian understands the risk of asbestos

Mission

Reduce the impact of asbestos and bring hope to those affected

Values



Transparency

We always operate with total transparency and honesty



Authenticity

We are genuine and authentic in how we engage with others



Kindness

We value kindness and care in our actions and work with our community and clients



Empathy

We have a deep understanding and unparalleled empathy through lived experience



Service

We are selfless in service to bring compassion, support and awareness to others

Core Pillars

AWARENESS

Information
Distribute information from trusted sources

Education
Provide talks, events, webinars etc

Advocacy
Promote and endorse mandatory training



SUPPORT

Connection
Provide community and peer-support for those impacted by asbestos

Care
Provide support and advice to clients

Research
Promote research into better treatment outcomes



Reflecting Our Goals

Strategic Initiatives

Brand Integrity

A clear, consistent brand

Review and identify gaps in current brand to refine visual brand, clarify core messaging and ensure congruent application of brand across all mediums

Strong brand recognition in relevant markets

Develop and deliver a strong brand and marketing communications plan that addresses the relevant audiences

A meaningful brand purpose and value proposition

Develop a seamless and strong vision, mission, value statement and value proposition

Operational Efficiency

Efficient operational framework

Review, optimise and implement internal operational framework

More efficient internal processes

Review, evaluate and construct new process maps, implementing best practice where possible

Documented processes and procedures

Develop a Reflections staff handbook that clearly outlines important processes and procedures

Financial Growth

Optimising our current fundraising levels

Review existing revenue sources, identify new opportunities and develop a fundraising strategy

Commercialising opportunities

Identifying and implementing new revenue streams, operating with a commercial mindset

Sustained financial growth

Develop a 3 to 5 year financial plan with a focus on strengthening relationships, commercialisation and growth

Solidify Care

Replicable care approach

Develop a care approach template by articulating and documenting our existing proficient approach

Comprehensive support library

Creating a clear and accessible support content hub for those affected by asbestos

Grow our care program

Hiring and training ideal candidates

Strengthened Network

Meaningful sponsorships and partnerships

Develop and implement a relevant and meaningful partnership/sponsorship plan for mutually beneficial, sustainable relationships

Deep relationships with industry, Government & associations

Continued engagement, communication and attendance with networking and relevant events

Stronger engagement with stakeholders

Develop a comprehensive stakeholder plan to strengthen current relationships and grow new connections