

# BrainLink Services Strategic Plan 2019-2022

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OUR VISION	<p>People living with brain injuries, their families, and carers, receive the support they need to live fulfilling lives.</p>	OBJECTIVES	<p>Build the capacity and ability of people with brain injuries, their families and carers to live fulfilling lives</p>	<p>Be the trusted experts in linking people living with brain injuries to effective and timely supports</p>	<p>Continually improve quality, reach, flexibility, and responsiveness of Services</p>	<p>Ensure a strong, agile, sustainable, and transparent organisation</p>
OUR MISSION	<p>BrainLink connects people affected by brain injuries to the care, support, and networks they need to live the healthiest, richest life possible</p>	STRATEGY	<ul style="list-style-type: none"> <li>• Deliver targeted learning opportunities and tools for navigating the health and disability systems</li> <li>• Analyse update and report service gaps and needs of consumers</li> <li>• Deliver targeted, responsive, and appropriate services</li> <li>• Provide expert education to build capacity of carers</li> </ul>	<ul style="list-style-type: none"> <li>• Regularly map available services and supports</li> <li>• Deliver expert advice about specific service requirements and complex behaviours</li> <li>• Provide leadership and active influencing in health, disability, aged care and carer networks</li> </ul>	<ul style="list-style-type: none"> <li>• Explore and develop partnership opportunities</li> <li>• Regularly monitor, evaluate, and improve services</li> <li>• Invest in organisation capacity building</li> <li>• Deliver services equitably</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and invest in options for diversification</li> <li>• Engage and position BrainLink's specialised support services to attract consumers</li> <li>• Deliver transparency of the organization, strong governance, sound risk management and communication</li> </ul>
OUR VALUES	<ul style="list-style-type: none"> <li>• <b>Quality:</b> in our service, advice, and advocacy</li> <li>• <b>Integrity:</b> doing what we know to be right</li> <li>• <b>Respect:</b> for those we work with</li> <li>• <b>Equity:</b> access for all who need and want our services</li> <li>• <b>Innovation:</b> exploring better ways</li> </ul>	OUTCOMES	<ul style="list-style-type: none"> <li>• People with a brain injury receive the care they need</li> <li>• People who care for someone with a brain injury are empowered, connected, and supported</li> <li>• BrainLink is aware of service issues, gaps, and opportunities</li> <li>• BrainLink translates its knowledge into timely information or services for consumers</li> </ul>	<ul style="list-style-type: none"> <li>• People impacted by brain injury trust BrainLink</li> <li>• BrainLink information is up to date and useful for consumers</li> <li>• Needs of those with a neurological condition and their carers remain on the policy and government agenda</li> <li>• BrainLink has a strong presence nationally for information referral and expertise in the brain injury field</li> </ul>	<ul style="list-style-type: none"> <li>• Services are available where they're needed</li> <li>• Stronger consumer voice to use for advocacy, awareness, and marketing</li> <li>• Consumers choice for services</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation is healthy and viable</li> <li>• A diversified income stream</li> <li>• Identified, viable opportunities and services are developed</li> <li>• Increased awareness of BrainLink</li> </ul>