



STRATEGIC PRIORITIES

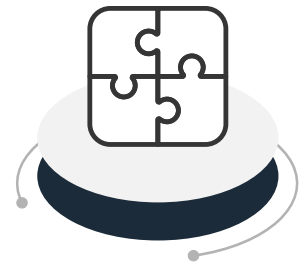
2022 TO 2025

OUR VISION

Creating healthier lives for all by driving ultrasound excellence

OUR MISSION

Fostering a collaborative, multi-disciplinary community of highly competent health professionals who deliver ultrasound excellence



Build a strong future for members through enhanced engagement and improved experience

ACTION PLAN ITEMS

- 1.1** Refine and expand our quality offerings in education, CPD, and credentialed courses
- 1.2** Document and articulate our value proposition to the various member segments, while reinforcing the value-add of our multi-disciplinary approach
- 1.3** Succinct communication strategy for value proposition, including social media strategy
- 1.4** Reach, recruit and retain younger members

Build sustainability to drive future impact

ACTION PLAN ITEMS

- 2.1** Diversify our income sources from new and emerging market segments
- 2.2** Finalise review, currently underway, of feasible options for revision to the membership model, structures and levels
- 2.3** Explore options for member status, including certification, supervisor and postnominals

Deliver evidence-based standards and research

ACTION PLAN ITEMS

- 3.1** Undertake ongoing review and development of key standards, maximising international collaborations and influence
- 3.2** Increase readership and submissions of AJUM
- 3.3** Enhance the ways we distribute research to maximise translation into clinical practice

Invest to build future-focused capabilities, including our staff, volunteers and systems

ACTION PLAN ITEMS

- 4.1** Finalise framework for systematic professional development of all staff, directors and key volunteers
- 4.2** Finalise assessment of key business systems to achieve efficiencies and simplify member experience
- 4.3** Review and enhance our website and online media presence