



## Australasian Sleep Association

# Strategy 2022-2024

### **Vision**

A community with healthy sleep practices, supported by best-practice sleep science and sleep medicine

### **Mission**

Lead and promote sleep health and sleep science, provide professional development for members, foster research and establish clinical standards.



## Strategic direction

We see ASA as a connector or catalyst between the sleep community, researchers, health professionals, the public, industry and government.

We have a strong shared identity as a diverse community of sleep experts who have important and valuable contributions to make to the health of our communities. The beginning of a major three-year Commonwealth grant program will significantly boost our organisation's capacity to disseminate our expertise among health policy makers and primary healthcare practitioners.

In the next two years, we will focus on strengthening our foundations of diversity, community and belonging, and continue to build our organisation's financial sustainability. This is so we can continue to grow and develop from a position of strength.

We aspire to do all this with courage, confidence, creativity, adaptability and collaboration.

## Community

Member numbers are returning to pre-COVID levels and we look forward to growth during this strategy period of 2022-2024. We will prioritise some specific goals that include rebuilding a sense of belonging and community among members.

A key goal is to develop our first comprehensive membership strategy. This will include improving the quality of data we currently have on members, and increasing our understanding of why different member groups choose to join and remain part of the ASA community. Articulating clear and persuasive member benefit offerings for the main member groups will be an important part of the strategy.

### Key goals

- Promote the Fellow of Dental Sleep Medicine program and increase the number of dentist members by 20% by 30 June 2024
- Recomence in-person state meetings
- Focus on other ways to strengthen community and belonging
- Establish new recognition and retention activities such as a long-term member award, a career break membership fee, and promoting the international member rate to younger members
- Test a refer-a-colleague campaign to attract new members
- Develop a comprehensive membership strategy by 30 June 2024



## Education

A key goal for this strategy is to establish an education framework or curriculum that applies across all ASA education activities. This will ensure the ASA runs education for all craft groups, career stages and other member segments across a defined number of years. It will also help refine our education program, focussing on delivering the education different groups of members (and non-members) need in the best format for those members.

Developing the framework will require collaboration across the Education, Clinical, Conference and Membership committees where previously they have worked independently. It will make a significant contribution to the development of the membership strategy and articulating the member benefit offerings for different groups of members.

### Key goals

- Develop and implement an education framework
- Ensure the success and impact of the grant program stream helping primary healthcare clinicians increase their capacity to delivery sleep health services in their clinical practice
- Strategically develop the on-demand education resources in the ASA Learning Centre
- Gather data on member preferences for accessing education – conferences, on demand, webinars, masterclasses, workshops etc.
- Articulate a vision for the evolution of Sleep DownUnder in the post-COVID environment
- Achieve the Fellow of Dental Sleep Medicine program targets in the first two years of operation

## Advocacy

Advocacy is taking action to bring about positive change. Although there has been no direct lobbying activity by the ASA since February 2020, a range of advocacy activities have continued through responses to government consultations, applications for changes to the PBS and MBS, the publication of position and opinion papers in scientific journals, and other matters such as COVID-19 pandemic issues and the Philips device rectification process. A funding stream from the Commonwealth grant program will enhance our capacity to consult with members, inform them about key health policy issues, and provide expert sleep health advice to the Commonwealth Government and other stakeholders.

We will seek to achieve specific advocacy goals during this strategy, collaborating where possible with the Sleep Health Foundation and others to realise some of the recommendations of the parliamentary inquiry.

### Key goals

- Medicare benefits for home sleep studies and overnight oximetry for children



- Convene an alliance to support the registration and PBS listing of one new drug that manages central disorders of hypersomnolence, and establish a working group to develop a national narcolepsy registry
- Sleep medicine becomes recognised as a stand-alone specialty
- Meet our Commonwealth grant obligations in relation to providing advice to government and communicating and consulting with members.

## Clinical

The Clinical Committee has a steady flow of ongoing work responding to requests for information and input on clinical topics, while also being involved in overseeing the ASA/NATA Sleep Disorders Service accreditation scheme, writing groups developing position statements and guidelines for publication, and the Medicines Sub-Committee.

During this strategy, there will be a focus on articulating the structures around commissioning writing groups and ensuring the right clinical topics are prioritised. Maintaining motivation and progress across writing groups is also a key concern. The Clinical Committee also has important contributions to make to the strategic priorities being undertaken in the advocacy and education areas.

### Key goals

- Review processes for commissioning writing groups and finalise a policy that deals with all aspects of this activity for the whole ASA by 30 June 2022
- Publish updated guidelines on polysomnography by 31 December 2022
- Support advocacy goals to achieve outcomes for specific patient groups: children, and people with central disorders of hypersomnolence
- Consult with craft groups on which topics for position statements and clinical guidelines are the highest priority in their discipline
- Contribute to the development of the education framework in relation to clinical disciplines and education pathways.

## Research

The Research Committee has an ongoing program of work managing the ASA's awards and prizes program, supporting early career researchers, supporting members' research grant applications when requested, and responding to government consultations on national research grant programs.

In this strategy period, increasing funding for research awards will be the key priority. In addition to seeking specific philanthropic support for the awards program from members and external stakeholders, this will include setting out a pathway for longer-term sustainability for the program through a significant increase in funds invested to generate income in perpetuity.

### Key goals

- Renew or replace completed funding agreements to total at least \$20,000 each year



- Articulate a plan by 30 June 2024 to secure capital investment to generate income for the awards program in perpetuity
- Ensure written and video reports from grant recipients are communicated to ASA members
- Improve organisational financial sustainability sufficiently to resource skilled research award support by 30 June 2024 with a plan established by 30 June 2023 setting out the pathway to achieve that goal.

## Finance

ASA is currently on track to return to a surplus operating result in the 2022-23 financial year. With the growth anticipated during this strategy period, we aim to build a strong financial base by 30 June 2024 to fund additional staff resources to support an expanded, sustainable research and award program.

The Finance Committee will continue to monitor the performance of the investment portfolio, and ensure profitability of ASA's income-generating programs.

### Key goals

- Achieve a small operational surplus in 2023 and reach a surplus of at least \$20,000 in 2024
- All ASA projects and activities are either: fully funded through the operational budget for activities that don't generate income, or budgeted to deliver a surplus of at least 15% of revenue for income-generating activities
- Unsponsored research awards are funded through the income from investments
- Operational surpluses are added to investment funds, and income from investments is used to fund new operational activities
- Position the ASA to recruit additional staff resources in the 2024-25 financial year to support the expansion of the research award program.