



research • education
clinical standards • training

Australasian Sleep Association

Strategy 2020-2022

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.

11 May 2020

Strategic purpose

This strategy is a two-year plan to ensure that the Australasian Sleep Association (ASA) successfully adapts to the environmental changes brought about by COVID-19, and remains a viable organisation in the future.

The effects of COVID-19 include:

- being unable to hold an annual conference in 2020 which would have accounted for 20% of revenue for the financial year 2020-21
- being unable to offer other in-person member benefits such as state meetings
- members experiencing financial hardship due to steep drops in business operations
- changing financial circumstances for sponsors
- high levels of uncertainty and unpredictability.

These impacts have occurred at a time when the association has recently invested resources from financial reserves in recruiting a new CEO, and revenue from the 2019 Sleep DownUnder conference was lower than expected.

The combination of these circumstances places financial sustainability at the heart of this two-year strategy to ensure the ongoing survival of the association.

Goals

By 30 June 2022, the ASA will:

- Achieve a break-even financial result
- Ensure the ongoing viability of the association, and
- Have adapted effectively to the post-COVID environment.

To achieve these goals, we are investing in new programs to provide services to members while they are unable to meet together in person. To do this, there will be some staffing changes in the national office, and we will draw further on our financial reserves for the 2020-2021 financial year before returning to a break-even result for the 2021-2022 financial year.

Strategy

1. Membership

Activity	KPI	Achieve by
Maintain pre-COVID membership levels	915 members	30 June 2021
Improve website structure and content		30 June 2021
Streamline and expand state meetings	Agreed goals, purpose and operational policies	31 December 2020
Increase membership post-COVID	3% increase over 2021	30 June 2022
Support councils to achieve their goals		Ongoing

Identify under-represented professions and strategically target them for membership, particularly through education opportunities	Membership increase in one craft group	30 June 2022
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2. Research

Activity	KPI	Achieve by
Develop decision-making guidelines and criteria for requests to partner on member research grant applications		30 June 2021
Increase financial support for awards	\$2000 increase \$5000 increase	30 June 2021 30 June 2022

3. Education

Activity	KPI	Achieve by
Improve online offerings through webinar program, promoting to primary care contacts	Budgeted revenue exceeded and 14 webinars run	31 December 2020
Improve website functionality for online education resources	Traffic increase of 15%	30 June 2021
Improve engagement with Advanced Trainees	Case studies and PSGs posted on website	30 June 2021
Improve primary care education in partnership with primary care organisations		30 June 2022
Progress accreditation programs for dental sleep medicine and cognitive behavioural therapy for insomnia		30 June 2022

4. Conference

Activity	KPI	Achieve by
Successful Sleep Week	Budgeted revenue exceeded	31 December 2020
Successful CBTI workshops in 2021	Budgeted revenue achieved	31 December 2021
Ensure greater diversity across SDU 2021	Demonstrated improvement	31 December 2021
Maximise sponsorship for SDU 2021	15% increase over 2019	31 December 2021
Review conference organiser contract		30 June 2022
Explore opportunities to partner with craft groups and other associations		Ongoing

5. Clinical

Activity	KPI	Achieve by
Maintain good relationships with government, private health insurers, RACP and craft groups to develop and maintain professional standards		Ongoing
Improve prioritising of responding to calls for government consultations and submissions		Ongoing
Improve functioning of working groups for guidelines/position papers and prioritise topics more strategically		Ongoing
Complete review of adult guidelines for polysomnography		30 June 2021
Commence at least one new working group on a priority topic - restless legs, parasomnias, REM sleep disorders, or non-CBTI psychological interventions		30 June 2022

6. New Zealand branch

Activity	KPI	Achieve by
Promote membership to postgraduate students	5 new members	30 June 2021
Proactively lobby Department of Health and Pharmac to promote equitable access to sleep services		Ongoing
Increase conference attendance and awards	5% increase in paying delegates 5% increase in paying delegates	30 June 2021 30 June 2022
Develop Indigenous Sleep Health report for Aotearoa New Zealand	Commence by 30 June 2021	30 June 2022

7. Finance

Activity	KPI	Achieve by
Minimise operational deficit	Exceed budgeted revenue	30 June 2021
Return to break even	Zero actual deficit	30 June 2022

8. Advocacy

Activity	KPI	Achieve by
Maintain involvement with development of the National Preventive Health Strategy		Ongoing
Recommence advocacy to achieve the recommendations of the Parliamentary Inquiry		30 June 2022