## STRATEGIC PLAN

# 2024 - 2027

## **OUR VISION**

Working together for better hearing health for all Australians.

#### **OUR VALUES**

People Focused – people experiencing hearing difficulty are at the centre of our purpose and we listen to their needs to improve the safety and quality of their care through supporting and developing the professionals who provide their hearing health care services.

Innovative – we know that the world and the hearing sector is changing rapidly, and we actively engage our Members to expand their knowledge and skills to improve the delivery of services to consumers

Ethical – we maintain high standards for our organisation and our Members. We commit to transparency and accountability.

Sustainable – we ask questions, build collaborations, create new opportunities, and grow our organisation to ensure hearing health care services are sustained and improved into the future.

## WHO WE ARE

The Australian College of Audiology, incorporating the Hearing Aid Audiology Society of Australia (ACAud inc HAASA), is the only professional membership body representing both audiologists and audiometrists.

We promote high-quality hearing health care to achieve improved hearing and communication outcomes for those in our communities experiencing hearing difficulty and those who care for them.

We advocate for more equitable hearing services, promote better understanding of hearing health and support our members to uphold the National Competency Standards, grow their audiological knowledge, and deliver exceptional care to the public.

We are an organisation built on the strength of our combined members and the relationships we have forged with peers and stakeholders within the health sector. We have a rich history spanning from the formation of HAASA in 1961, to the collaboration of practitioners into ACAud in 1996. The recent amalgamation further strengthens us as the only professional practitioner body representing both audiometrists and audiologists in Australia. Our members have a strong and proud record of ethical practice and quality care across the hearing health service sector.

## **INCLUSION**

#### GOAL

Australians of all ages, backgrounds, and in all locations, should be able to receive the best possible hearing and communication experiences and outcomes by having access to quality hearing health information, appropriately qualified and certified hearing practitioners, and mechanisms for raising concerns about their care

#### **STRATEGIES**

- Provide information to the public and other stakeholders on hearing health issues, the role of different hearing health professionals, and how we can work together to ensure the best possible hearing health care and communication outcomes for all Australians.
- Improve clinician awareness and understanding of better practice for practitioners and consumers with diverse language and cultural needs.
- Collaborate with other professional bodies representing audiologists and audiometrists to ensure the best possible hearing health outcomes for all Australians through consistent and rigorous professional standards.

## **EQUITY**

#### GOAL

All Australians regardless of socioeconomic groups, geographical regions or with other specific experiences, whether through Government funding (including worker compensation schemes), or private health insurance, should have equity of access to affordable and local hearing health care and associated communication outcomes.

## **STRATEGIES**

- Advocate for the roles of audiologists and audiometrists as health care professionals.
- Monitor and advocate for consistent recognition and funding of services provided by all hearing health professionals across various schemes and program providers.
- Work towards addressing the inconsistencies in recognition of audiometrists between private health insurers and by Government organisations.
- Advocate for the increased access to educational pathways for all ACAud inc HAASA Members to ensure the highest standard of hearing care to the Australian public.

## SUPPORT

### GOAL

We seek to educate the Consumer to navigate the hearing healthcare system and access appropriate hearing health care. To empower hearing health professionals by fostering a supportive environment that emphasizes ongoing education, advanced technology adoption and working collaboratively. We are committed to enhancing the capabilities and resources available to hearing health care professionals enabling them to deliver superior hearing health care and best practice outcomes. This strategy not only supports professional growth it also addresses the broader goal of improved hearing health care.

## STRATEGIES

- Provide leadership and advocacy to promote best-practice hearing health care now and in the future
- Support consumers to access good hearing health care, including providing information about how to find appropriately qualified hearing health care professionals and the handling of complaints.
- Provide innovative and accessible opportunities for further professional development to support Members in their practice.
- Provide a supported, practical, clinically excellent internship pathway for all Members.
- Advocate for, collaborate on, and implement, a more connected and graduated local educational pathway for tertiary audiology and audiometry education.

## **ENGAGEMENT**

### GOAL

We are dedicated to actively engaging hearing clinicians in shaping the future of hearing healthcare. We encourage clinicians to participate in decision-making processes, contribute to the development of innovative practices, and share their expertise to enhance service quality. By creating a dynamic and collaborative environment, we aim to empower clinicians, fostering a sense of ownership and pride in their work. This engagement is crucial for driving improvements in patient care and advancing the field of hearing health.

#### STRATEGIES

- Provide multiple avenues for Members to provide feedback and to seek professional advice and support.
- Engage with consumers and consumer groups around their experiences of hearing health care and identify where there may be issues that need to be addressed and facilitate complaint processes.
- Actively participate in key alliances and collaborate with Government and private stakeholders
- Maintain the reputation of ACAud inc HAASA as an expert source of advice across the sector.

## **OUR MISSION**

To contribute towards improved communication for all Australians by working collaboratively with consumers, government, industry, education, and practitioners. Through these stakeholders we will increase access, awareness, and education around hearing health, which will support the delivery of professional and best-practice hearing health care for consumers. This will be accomplished through activities that are inclusive, equitable, supportive and engaging.

