



BRAINWAVE STRATEGY 2021-2024

INTRODUCTION

Brain injuries and illnesses change people's lives and futures.

Brain injury and illness impact the child who has received the diagnosis, and their parents, siblings, extended family and friends. The diagnosis can be a stressful and traumatic experience for the whole family, and adapting encompasses change and challenges.

Informed, resilient and connected families enable better outcomes for children with brain injuries and illnesses.

Access to resources and information, emotional and mental support, and peer connections are essential in helping families adapt to the impacts of diagnosis.

Families are strong, resilient and dedicated, yet often miss out on support for their needs.

The ways that children and families with brain injury and illness adapt and respond are incredible. But many families still lack access to the information, resources and connections they need. These are key building blocks for their wellbeing and happiness.

We believe that this support – information, resources and connections – is essential in helping families to thrive and adapt.

We exist for children with brain injuries and illnesses, and their parents and siblings.

We are here for the whole family from the point of diagnosis onwards. No matter where families are in Australia, we help support them. We provide holistic support in times of crisis, ongoing access to information and resources, and build meaningful social connections with and between families. We deliver using a whole-of-family approach. We build on the strengths of Brainwave families and tailor support to where they are on their journey.

Our strategy outlines our role and goals for the years ahead.

It will guide how we will positively impact the lives of children with brain injuries and illnesses, and ensure their families are supported.



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WE BELIEVE

Informed, resilient and connected families enable the best outcomes for children.

OUR PURPOSE

To support families and children with brain injuries and illnesses to adapt and thrive.

OUR ROLE



We provide holistic support to families at the point of diagnosis including information, referrals and other resources.



We provide ongoing whole-of-family support as the needs of parents, siblings and children change over time.



We connect families to one another and facilitate opportunities to build authentic, meaningful and ongoing relationships.

OUR ULTIMATE GOAL

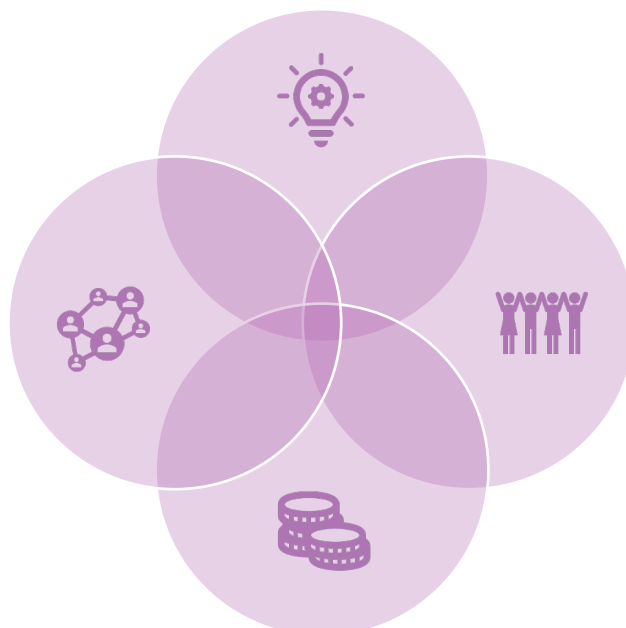


Thriving and resilient families with brain injuries and illnesses

OUR IMPACT AND ORGANISATIONAL GOALS

Informed and skilled parents

Relevant and collaborative organisation



Families with meaningful peer connections

Adaptable and sustainable organisation



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OUR COHORT

We work with and for parents, siblings and children with brain injuries and illnesses that significantly disrupt or impact the lives of all family members.

We are an inclusive organisation that welcomes families regardless of their life experience. Whilst we focus on complex brain injuries and illnesses, we also work with and for families with many different brain injuries or illnesses.

We support families irrespective of their NDIS status or relationship with other service providers. Where another organisation also provides high-quality services for a particular brain injury or illness, we commit to helping families access and receive the best support possible.

OUR GEOGRAPHY

We work with and are committed to Brainwave families located across Australia. We believe that a family's location should not exclude them from receiving or accessing the support they need to adapt and thrive.

Where physical location places a challenge, we will look at different ways of connecting with families, including in-person and digitally.

OUR VALUES



Be respectful

We treat all people with dignity, fairness, compassion, and respect.



Be caring

We approach people and issues with sensitivity, confidentiality, and care.



Be inclusive

We are welcoming to all and assist without prejudice.



Be positive

We have a positive and uplifting approach and seek to engender a sense of hope and purpose in all we meet.



Be community-minded

We foster cooperative relationships in the community to deliver on our promise to Brainwave families.



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OUR ULTIMATE GOAL IN MORE DETAIL



Thriving and resilient families

Our ultimate goal is to ensure that all family members have the best quality of life possible, and access to resources and support so they can bounce back when adversity strikes. This includes children with brain injuries and illnesses as well as their parents and siblings.

To achieve our ultimate goal, we have identified two impact goals and two organisational goals for the next three years. These are detailed below and overleaf.

OUR IMPACT GOALS IN MORE DETAIL



Informed and skilled parents

Brainwave families have the skills, information and resilience they need, when they need it. At the point of diagnosis or medical intervention, this is about providing immediate support and access to resources to help families respond and cope with the diagnosis. This is also about helping families return to everyday life as well as equipping parents with the knowledge needed to better understand, advocate and access services needed for their child.

Following diagnosis, this is about ongoing help, skill and resilience building, and psychosocial support for families. This builds the capability of families to support one another and their child as well as build their mental and emotional capacity to bounce back in times of crisis.

In order to achieve this we will focus on:

- Going above and beyond in times of crisis by providing access to emergency resources;
- Providing support coordination to help families receive the services that they need; and
- Ensuring families have ongoing access to tools, information and mental health and wellbeing assistance to help strengthen family relationships and best support their child.



Families with meaningful peer connections

Brainwave families have meaningful, lasting relationships with other families with similar life experiences. Strong peer networks benefit the entire family and provide opportunities for families to emotionally support one another, learn about what works and what doesn't as well as empowering all involved to achieve the best quality of life. It is important that these connections are self-sustaining and relevant to the experiences of each family. In addition, this is also about facilitating activities and experiences for the whole family.

In order to achieve this we will focus on:

- Connecting new and existing Brainwave families with one another through our support groups, events and activities;
- Facilitating ongoing and regular opportunities for families to share stories, advice and learnings; and
- Promoting inclusive activities and events for the whole family to participate and enjoy.



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OUR ORGANISATIONAL GOALS IN MORE DETAIL



Adaptable and sustainable organisation

We are a financially sustainable organisation with diverse income streams, backed by demonstrable impact. A strong resource base and proven impact will both enable and be supported by fit-for-purpose digital infrastructure. It is critical that we seek and develop new revenue streams to help us deliver on our impact goals. Investment in new digital infrastructure will help increase our operating efficiency and enable us to grow and scale our impact.

It is also necessary that we can measure, demonstrate and leverage our impact to advocate for funding to deliver on new and innovative programs and services.

In order to achieve this we will focus on:

- Growing and diversifying our revenue streams, including exploring the provision of support coordination services under the NDIS;
- Undertaking quantitative and qualitative analysis to better understand our impact; and
- Investing in new digital infrastructure that reduces operating costs and helps us connect with and better support more families.



Relevant and collaborative organisation

We are a well-known and relevant organisation, that families actively come to, people want to join and stay with, and organisations want to partner with. In order to be relevant to families, we will focus on being a trusted advisor and expert connector, acting as a source of relevant information and enabling access to other services and organisations. Relevance also requires us to evolve our support in line with how the needs and wants of families change over time.

In order to build our awareness, we will focus on identifying and developing partnerships with sector partners, hospitals, medical professionals and researchers.

In order to achieve this we will focus on:

- Building strong relationships with families by being an expert connector as well as through ongoing consultation and research to better understand their changing needs;
- Creating a lived-experience volunteer workforce and develop a culture that supports the whole team no matter where they are in Australia; and
- Developing and strengthening mutually beneficial partnerships with other organisations and researchers in the sector.