

## ORGANISATIONAL

Develop and maintain the expertise and reputation to deliver on our specialist role



| Strategic Initiative                    | Actions  | KPI (Measure)  |
|---|--|--|
| <b>Improve Brand &amp; Positioning</b>  | <ul style="list-style-type: none"> <li>Review existing brands to develop a forward-facing brand strategy to enable comprehensive and targeted campaigns to be conducted. This will increase brand awareness and improve consistency in marketing and communication efforts.</li> </ul>   | <ul style="list-style-type: none"> <li>Brand Strategy framework developed and implemented, including new brand purpose statements, value propositions and guidelines across Spinal Life Australia, Sporting Wheelies, Healthy Living Centres, We Connect and others as required.</li> </ul>  |
| <b>Improve Financial Sustainability</b> | <ul style="list-style-type: none"> <li>Pursue alternative revenue streams, including new products and services.</li> <li>Develop and implement a comprehensive fundraising strategy for Spinal Life and Sporting Wheelies.</li> <li>Increase lead generation, improve handling of incoming enquiries to increase conversion rates to customers.</li> </ul> | <ul style="list-style-type: none"> <li>Successful beta testing program to increase the market presence of We Connect app.</li> <li>Fundraising strategy developed and implemented (including fundraising, bequests, and donor programs).</li> <li>A 'sales' function created, and a suitably qualified and experienced staff member appointed.</li> <li>Effective sales and retention program implemented with KPIs to be developed in second half of the year.</li> </ul> |
| <b>Brisbane Precinct</b>                | <ul style="list-style-type: none"> <li>Formalise Business Plan for Brisbane Healthy Living Centre precinct</li> </ul>  | <ul style="list-style-type: none"> <li>Board approval of Business Plan progression through planning, design and capital raising processes.</li> <li>Realisation of sale of 109 Logan Road, Woolloongabba.</li> </ul>   |

## PEOPLE

Be an employer of choice with a fully engaged workforce



| Strategic Initiative                  | Actions   | KPI (Measure)  |
|---------------------------------------|---|--|
| <b>Employee Engagement Experience</b> | <ul style="list-style-type: none"> <li>Improve strategies to enhance the employee experience and attract and retain employees.</li> </ul> | <ul style="list-style-type: none"> <li>Increase participation in employee engagement survey.</li> <li>Reduce non-Spinal Life initiated staff turnover.</li> <li>Successful launch of 'open day' virtual platform for recruitment of Personal Support Workers, with weekly events happening by end of March 2025 and rest of the financial year.</li> </ul> |

## CUSTOMERS

Understanding and responding to customers' individual needs



| Strategic Initiative        | Actions   | KPI (Measure)   |
|-----------------------------|---|---|
| <b>Expand Customer Base</b> | <ul style="list-style-type: none"> <li>Implement cross-promotional opportunities with Spinal Life Australia, Sporting Wheelies and Move Mobility.</li> <li>Assess partnership opportunities for Sporting Wheelies and Healthy Living Centres.</li> <li>Assess opportunities for expansion from a location or service perspective.</li> <li>Commence service of pain clinics.</li> <li>Explore need for Healthy Living Centre within the Townsville market.</li> </ul> | <ul style="list-style-type: none"> <li>Develop at least 5 promotional opportunities for increased awareness and revenue growth.</li> <li>Investigate opportunity for partnership with Snap Fitness and paper presented to the Board.</li> <li>Paper prepared to Board for service/office expansion.</li> <li>4 Pain clinics launched in partnership co-locations.</li> <li>Presentation to Board of viability of Townsville opportunity.</li> </ul> |
| <b>Client Voice</b>         | <ul style="list-style-type: none"> <li>Expand the customer experience engagement and measurement program.</li> </ul>  | <ul style="list-style-type: none"> <li>Comprehensive program of customer engagement implemented with quarterly reports to Executive and Board.</li> </ul>   |

## STRATEGIC PARTNERSHIPS & INNOVATION



| Strategic Initiative               | Actions   | KPI (Measure)   |
|------------------------------------|---|---|
| <b>Partnerships</b>                | <ul style="list-style-type: none"> <li>Identify opportunities for provision of expert advice and consulting to Industry and Government.</li> <li>Reposition Sporting Wheelies with stronger Access Consulting focus.</li> </ul> | <ul style="list-style-type: none"> <li>Improve Access Consulting revenue.</li> <li>Establish a new Co-Design service and integrate with Access Consulting business Committee and formalise relationship with Government.</li> <li>Development of suite of packages including 'Get Game Ready'.</li> </ul> |
| <b>Innovation &amp; Investment</b> | <ul style="list-style-type: none"> <li>Formalise pathway to support/invest in design concepts.</li> <li>Innovation Centre – Relationship between Griffith University, Spinal Life, Move Mobility and designers.</li> </ul>      | <ul style="list-style-type: none"> <li>Formal evaluation and approval process developed and presented to Board to allow investment in design concepts.</li> <li>Partners and structure identified. Model for centre presented to Board.</li> </ul>  |