



# PBF Australia



## **About us:**

PBF is a member-based nonprofit organisation limited by guarantee dedicated to advocating for individuals with permanent traumatic spinal cord injuries in Australia. In 2025-2028 we will be focusing on membership expansion, community awareness, and operational efficiency. PBF aims to create a sustainable future where individuals with permanent traumatic spinal cord injuries thrive, supported by a growing and engaged community.



# Strategic Plan

**Vision:** Individuals with permanent traumatic spinal cord injuries (SCI) lead fulfilling lives through sustained community support and advocacy.

**Purpose:** PBF's purpose is to champion a better future for individuals with spinal cord injuries. We do this by:

- Providing financial and other support to people with a traumatic spinal cord injury; and
- Increasing community awareness of the impact and risk of spinal cord injuries.

## Strategic Objectives

### Expand Membership Engagement and Reach

*"We will increase the number of paying members to enhance financial sustainability and coverage for the Australian Community"*

### Enhance Community Awareness and Programs

*"We will develop innovative impactful awareness and support programs grounded in real-life experiences of individuals with spinal injury"*

### A resilient, growth-focused organisation

*"We are committed to ensuring enhanced capabilities, improving efficiency, and ensuring robust governance for sustained growth."*

## Strategic Initiatives

Achieved by :

### Implementing Sector Leading Sales and Marketing

1. Allocate resources to targeted marketing campaigns aimed at increasing membership.
2. Align organisational efforts with membership growth goals.
3. Build and strengthen relationships with organisations sharing PBF's vision.
4. Expand into new geographic areas.

Achieved by :

### Enhancing Social Contribution

1. We will enhance our peer support program and link with others to improve the lives of those with spinal cord injury.
2. Maintain and expand injury prevention programs and provide meaningful employment for those living with spinal injury.
3. Develop a better understanding of comprehensive support frameworks that promote empowerment and wellbeing for SCI individuals.

Achieved by :

### Building a Sustainable Organisation

1. Ensure robust governance and compliance frameworks to support long-term organisational health.
2. Identify and address key capability gaps within the organisation.
3. Implement processes to enhance operational efficiency and financial sustainability.



# Benefit Cycle

