



Association for
Behaviour Analysis Australia
— ABAA —

STRATEGIC PLAN

2021 - 2024

JULY 2021

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ACKNOWLEDGEMENTS

Behaviour analysts acknowledge the Traditional Owners of country throughout Australia by their diversity, histories, knowledge and their continuing connections to land and community. We pay our respects to all Aboriginal and Torres Strait Islanders and their cultures, and to Elders of past, present and future generations.

Behaviour analysts commit to acknowledge and understand the historical and contemporary disadvantage experienced by Aboriginal and Torres Strait Islander peoples and the implication this has for behaviour analytic practice.

Behaviour analysts acknowledges those individuals that face adversity and discrimination within the lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI) community; those identifying as Queer Transgender Intersex People of Colour (QTIPOC); those from culturally and linguistically diverse backgrounds (CALD) inclusive of asylum seekers, refugees and migrants; those with diverse intergenerational migration histories; and women.

Behaviour analysts are committed to working with you and understanding how we can better support you.

INTRODUCTION

ABA Australia has consistently grown since 2012. An example of our growth is demonstrated in our membership. In 2015 we had 49 members and as of June 2021, our membership consisted of 349 individuals, ranging from practitioners, researchers, educators, students, and supporters of ABA Australia's mission.

In 2020, plans were put into place for ABA Australia to become the self-regulating body for behaviour analysts in Australia. The move from a professional body for behaviour analysts to being a professional and regulation body, prompted the Board of Directors to define the direction and establish priorities for ABA Australia. The Board of Directors made the decision to create the first strategic plan for ABA Australia.

The strategic planning process began in March 2021 and was completed in June 2021. The process was facilitated by the Board of Directors. The goals of this plan were developed based on input from the last membership survey completed in May 2018, the association's mission and vision statements, and discussion and feedback from the entire Board of Directors.

This strategic plan sets our direction and agenda for the next three years. It ensures that the Association will advance with a vision and purpose to progress the ABA sector. Therefore, the enclosed strategic plan is in effect from August 2021 to July 2024. ABA Australia's Board of Directors owns this strategic plan with full accountability for its development, implementation, communication, and monitoring.

Vision

To be the leading voice in applied behaviour analysis in Australia.

Mission

To promote the science and practical application of behaviour analysis within Australia and to serve as a platform for dissemination of current behaviour analytic research.

Values

Competence

The state or quality of being adequately or well qualified.

Accountability

Obligation or willingness to accept responsibility.

Collaboration

To work cooperatively especially in a joint intellectual effort.

Transparency

Being forthright and open in one's dealings and in communicating matters of importance.

Equality

The right of different groups of people to receive the same treatment.

LONG TERM GOAL

PROTECT THE SCIENCE OF BEHAVIOUR IN AUSTRALIA

Ensure that the science of behaviour is understood, protected and applied ethically and effectively through education and information sharing with individuals, organisations, and other relevant stakeholders.

ACTIONS

- Increase the number of ABA Australia educational events in Australia (at least 3 per year).
- Increase number of position statements, media responses, practice guidelines, and expert reports.
- Monitor and respond effectively to government policy statements and media stories related to behaviour analysis in Australia.
- Attend community events (e.g., conventions, fundraisers, etc.).
- Create scripts for members to use when asked by the public about ABA, what they do, and when confronted with myths.

LONG TERM GOAL

PROFESSIONAL SELF-REGULATION

Pursue professional self-regulation to achieve national regulation in order to promote a healthy industry with standards that will protect the public and professionals.

ACTIONS

- Create a Code of Ethics, Standards of Practice, and competency list
- Set up the business infrastructure to monitor members under self-regulation
- Become members of the National Alliance of Self-Regulating Health Professionals
- Engage with relevant stakeholders
- Create an awareness campaign about self-regulation for behaviour analysts
- Develop a complaint procedure
- Develop supervision standards
- Develop continuing education standards

LONG TERM GOAL

BUILD A PARTNERSHIP WITH NDIA

ABA Australia will continue to advocate for behaviour analysts to have a broader role in the NDIS. Key stakeholders need to know that behaviour analysts can make a contribution to the wellbeing of the community.

ACTIONS

- Advocate for Australian behaviour analysts to be listed for services such as behaviour support and early intervention.
- Advocate for appropriate funding to support consumers of ABA services.
- Strengthen relationships with key decision makers at all levels of the NDIA.
- Be the voice and 'go to' organisation regarding ABA related issues.
- Educate NDIA on the self-regulation of behaviour analysts in Australia

LONG TERM GOAL

GROW MEMBERSHIP

Increase membership through retention and recruitment.

ACTIONS

- Create a marketing strategy to raise awareness about the profession and the value it provides to the community.
- Increase exposure on social media
- Develop relationships with universities
- Increase advertisement at international conferences
- Partner with other ABA organisations
- Facilitate inclusion and diversity of practitioners, board members, and consumers of services / engage with current and future practitioners to develop a diversity strategy

LONG TERM GOAL

EFFECTIVE GOVERNANCE

Manage our business in an ethical, efficient and sustainable way.

ACTIONS

- Review structure, governance, and operations to ensure the Board is set up to achieve its goals
- Build a motivated, skilled and balanced Board that drives organisational success through data-informed decision-making.
- Ensure the organisation is financially secure and robust with sustainable revenue growth annually.
- Foster and implement strategies for future growth.

IMPLEMENTATION

- Create actionable and measurable steps to address each goal
 - Assign specific action items for each goal to individual board members and committees
- Provide accountability through a system of reporting and tracking.
 - Schedule time at each bi-monthly Board meetings for individuals/committees to report on progress and updates of action items.
 - Create a record of all action items through the Board meeting minutes and a project management system (Trello)
- Review and revise action plans to ensure progress is being made on each long-term goal.
 - Conduct a full bi-annual review on the progress of each long term goal and short action items including adjustments as needed on actions, priorities and timelines.
 - Send out a membership survey prior to each Annual General Meeting (by July of each year) to allow members to provide objective feedback and review progress on the Strategic Plan.