

STROKE ASSOCIATION OF VICTORIA (SAV) STRATEGY 2021-24

Vision and Intent

Our vision is to create the opportunity for a meaningful life after stroke.

Our intent

- Stroke survivors and their carers are at the heart of everything SAV does
- We raise our profile and grow our influence by delivering high quality, evidence-based services
- Measurable life changing impact
- SAV seeks to help individuals participate and be included in their communities
- Active involvement of volunteers maintains our community connection

What we believe (or theory of change)

SAV believes active **participation** and inclusion by survivors in the local community is an essential extension of clinical rehabilitation.

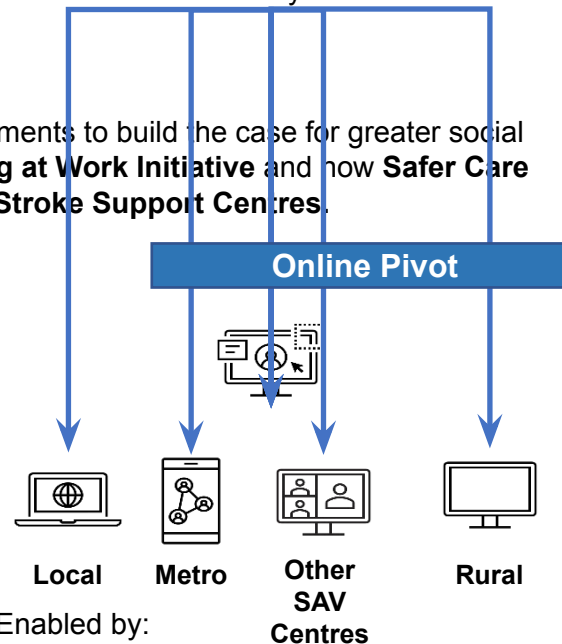
Journey so far...

SAV has made a series of long-term strategic project investments to build the case for greater social and economic inclusion including **Life After Stroke**, **Staying at Work Initiative** and now **Safer Care Victoria**, funding community-based non-clinical network of **Stroke Support Centres**.

Business Model

SAV diversify income base with different and complementary revenue streams.

- SAV will continue to source **philanthropic funding**, however opportunities are subject to long lead times.
- **Government grant** to fund wages for centre staff buys essential breathing space to build capability and demonstrate reliable delivery to Health Department.
- Recognise fundamental social sector shift to service delivery.
- Introduce **user fees** subsidised by the **NDIS** and **MyAgedCare**.
- Develop a viable base of **individual donors** and event supporters



- **SAV Way** approach to individual goal setting and case management.
- Case management cloud software
- Specific and purposeful **communications**
- **Free** trial period offer (prior to paid conversion)

Three-year deliverables



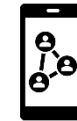
Establish 5 regional stroke support centres



Employ 10 support centre staff



Match \$950k contract funding over three years



Launch mobile app to increase centre engagement



Assist 1000 participants through Stroke Support Centres



In each centre deliver:

- Peer support,
- Skill development,
- Assisted activities
- Return-to-work (or work-like activity)

Network map

