



# Strategic Plan

## Society for Reproductive Biology

### 2013-2018

#### **Vision**

The Society aims to enhance all aspects of reproductive biology by providing an environment that addresses the professional needs of, and acknowledges the efforts of, reproductive biologists. The Society will facilitate a network of reproductive biologists for the communication and conduct of world class science, education and community outreach.

#### **Benefits to Society**

- Healthy reproduction is key to a healthy life. Diseases of pregnancy, such as infertility, fetal growth restriction, preeclampsia and miscarriage, are common in humans and livestock. These diseases affect not only the pregnancy but have life-long consequences for both mother and child, particularly raising the risk of cardiovascular disease and the metabolic syndrome.
- Better reproductive health care and education ensures a healthy start to life for the next generation. Our members continue to develop evidence-based strategies to promote physical and mental health and prevent disease through the adoption of healthier lifestyles and diet.
- Devise novel methods for managing population growth, including the development of safe and effective contraceptives for human use. This is of intrinsic value to society by reducing the adverse impact of increased human populations on our scarce natural resources and environmental health.
- Society members undertake basic research in reproductive systems to establish a core knowledge base for fundamental research, facilitating new technologies, therapies and diagnostics in applied reproduction.
- Aging well and productively relies on the timely diagnosis and effective treatment of reproductive system diseases such as prostate cancer and osteoporosis which are increasingly prevalent particularly in our aging populations.
- Enhancing the reproductive productivity of domestic livestock and preventing the fertility of feral and companion animals using innovative technologies for building and transforming industries by our members is essential to maintaining internationally competitive and financially viable agricultural and farming sectors.
- Maintaining biodiversity of native wildlife and their habitat are fundamental to both national and international tourism, a major component of the economy and ensuring an environmentally sustainable community. Our members actively assess and inform appropriate agencies to ensure protective measures are undertaken and applicable.

#### **What does the SRB do?**

- SRB holds annual meetings at which scientists present data, hear about the latest research in their field, and meet and network with fellow scientists.
- Encourages and facilitates the development of new scientists in the field of reproductive biology and medicine
- Enhances the careers of established scientists through public recognition of contributions to reproductive biology
- SRB facilitates the national and international networking of scientists working in basic and applied reproduction
- SRB aims to inform its members of current political issues related to science: research funding, animal use, ethics, and clinical practice.
- SRB also speaks for its members at the national and international forums, both scientific and professional.
- SRB aims to provide relevant and up to date comment on reproductive issues to the public, national funding bodies and political groups, through strategic use of media and public forums.

## Strategic Objectives

### 1: Retain and Increase membership by 50% (10%/annum) over next 5 years (new benefits can we offer members - requiring immediate significant investment)

Current Actions	Responsibilities
Full Members	
➤ Reduced membership for 3 year full members	Council
➤ Reduced registration fees for annual conference	Council
➤ Founders Lecture /Presidents Lecture	Council
➤ Life Member	Council
➤ SRB Fellow	President
➤ Mid-career award (Robinson Institute RCRH)	Delegated chair
ECR Members	
➤ Reduced membership for 3 year full members	Council
➤ Subsidised travel to annual conference	Treasurer
➤ Travelling fellowship	Membership sec
➤ ECR exchange / networking grant	
➤ ECR award (Newcastle)	Delegated chair
➤ NIA award (now includes international exchange lecture)	Awards Chair & Awards Sec
➤ ECR Poster Award	Awards Chair
Student	
➤ Reduced membership for first year student members	Membership Treasurer
➤ Compensation of air travel to annual conference	Awards chair
➤ NIA award (now includes international exchange lecture)	& Awards Sec
➤ Oozoa award	
➤ MLA award	
➤ Student poster award	
➤ ANZPRA award	

New Actions	Responsibilities
Full Members	
➤ Proactive recruitment campaign – introduce a new member and get 50% membership for following year	Membership Committee
ECR	
➤ Create ECR reduced 1 and 3 year membership – under 40 yrs or less than 10 y FT from PhD	Membership Committee
➤ Target AAAA, FSA/SIRT, NZAPS, other regional societies members for joint membership – offer 50% membership	
➤ Proactive recruitment campaign – introduce a new member and get your membership 1/2 price	
Student	
➤ Reduced membership for 3 year student members	Membership Committee
➤ Proactive recruitment campaign – introduce a new member and get your membership free	
ECR	
➤ Target non renewing members	Secretary & Secretariat
➤ Target ESA members for joint membership	President and Membership chair
➤ Proactive recruitment campaign – introduce a new member and get a 50% membership in following year	

## Strategic Objectives

### 2: Raise profile of SRB within Australia, New Zealand and Asian neighbours (longer term strategy and requires moderate investment)

New Actions	Responsibilities
<b>Full Members</b>	
<ul style="list-style-type: none"> <li>➤ Input into Policy making               <ul style="list-style-type: none"> <li>- Government advisors</li> <li>- NCG - ARC CoE and NHMRC Academy</li> </ul> </li> <li>➤ Formalise and extend relationship with media and PR companies               <ul style="list-style-type: none"> <li>- regular press releases on activities of society</li> <li>- training and support media/SmP interactions</li> <li>- develop media friendly background information</li> </ul> </li> <li>➤ Develop partnership with public awareness groups               <ul style="list-style-type: none"> <li>- e.g. Andrology Australia, Endometriosis, IA CRC, POSAA, Cancer Council Australia, Fertility Coalition, ASMR</li> <li>- provide opportunities at the conference (eg. booth space – even as part of SRB booth)</li> </ul> </li> <li>➤ Initiate sponsored named session/lectures with other Societies               <ul style="list-style-type: none"> <li>- Combio, FSA, ESA, ADS, AAAA, SIRT, ARV, AWMS</li> </ul> </li> <li>➤ Form road show with senior science personalities               <ul style="list-style-type: none"> <li>- Making babies in 21<sup>st</sup>C – aligned to ASM or plenary lecture</li> <li>- National Science Week</li> <li>- Fertility Week</li> <li>- ASMR Medical Research Week</li> </ul> </li> <li>➤ Convene specialised workshops on thematic topic               <ul style="list-style-type: none"> <li>- selected members to organise international speakers</li> </ul> </li> <li>➤ Update website and post fact sheets on line</li> </ul>	<p>President &amp; Council Fellow</p> <p>Communication Secretary</p> <p>President &amp; Communication Secretary Treasurer &amp; Secretary POC co-chairs Council Communication Secretary</p> <p>POC co-chairs Council Website Secretary</p> <p>Fellows</p> <p>Website secretary</p>
<b>ECR</b>	
<ul style="list-style-type: none"> <li>➤ Exchange lectures with appropriate societies               <ul style="list-style-type: none"> <li>National – FSA, ASCDB, 4A,</li> <li>Pan Pacific – SRD, KSAR, CSR</li> <li>International – WCRB, ISA, ICAR, SSR, ESHRE, SRF, Spermatology, DOhad, IFFS, SGI</li> </ul> </li> <li>➤ Highlight emerging research leaders               <ul style="list-style-type: none"> <li>- Commission RFD special feature(s)</li> </ul> </li> <li>➤ Host road show with senior science personalities               <ul style="list-style-type: none"> <li>- Making babies in 21<sup>st</sup>C</li> </ul> </li> <li>➤ Social media               <ul style="list-style-type: none"> <li>- Facebook/Twitter</li> </ul> </li> </ul>	<p>ECR reps</p>
<b>Student</b>	
<ul style="list-style-type: none"> <li>➤ Exchange lectures with appropriate societies               <ul style="list-style-type: none"> <li>National – FSA, ASDB, 4A,</li> <li>Pan Pacific - SRD, KSAR, CSR</li> <li>International – WCRB, ISA, ICAR, SSR, ESHRE, SRF, Spermatology, DOhad, IFFS,</li> </ul> </li> <li>➤ Highlight new talent               <ul style="list-style-type: none"> <li>- Commission RFD special feature</li> </ul> </li> <li>➤ Co-Host road show with senior science personalities               <ul style="list-style-type: none"> <li>- Making babies in 21<sup>st</sup>C</li> </ul> </li> <li>➤ Social media               <ul style="list-style-type: none"> <li>- Facebook/Twitter</li> </ul> </li> </ul>	<p>Student reps</p>

## Strategic Objectives

### 3: Increase awareness and opportunities for research funding in Australia/NZ and Internationally (longer term strategy and requires moderate investment)

New Actions	Responsibilities
<b>Full Members</b>	
<ul style="list-style-type: none"> <li>➤ Formalise Senior Strategic Advisory Board               <ul style="list-style-type: none"> <li>- NHMRC, CRC, ARC, NIH/NSF, Wellcome/MRC</li> </ul> </li> <li>➤ Convene specialised workshops on thematic topic               <ul style="list-style-type: none"> <li>- program / project grants</li> </ul> </li> <li>➤ Formalise mentor training and Mentoring@SRB program               <ul style="list-style-type: none"> <li>- Fellows and Life members</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Fellows</li> <li>Senior Society members</li> <li>Council</li> <li>Fellows</li> </ul>
<b>ECR</b>	
<ul style="list-style-type: none"> <li>➤ Convene specialised workshops on thematic topic               <ul style="list-style-type: none"> <li>- NIA / DECRA project grants</li> <li>- fellowships</li> </ul> </li> <li>➤ Award competitive networking grants               <ul style="list-style-type: none"> <li>- NIA / DECRA project grants</li> <li>- fellowships</li> </ul> </li> <li>➤ Formalise mentee training and Mentoring@SRB program               <ul style="list-style-type: none"> <li>- match to Fellows and Life members as mentors</li> </ul> </li> <li>➤ Formalise grant and paper writing program               <ul style="list-style-type: none"> <li>- match to professional development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>ECR reps</li> </ul>
<b>Student</b>	
<ul style="list-style-type: none"> <li>➤ Convene specialised workshops on thematic topic               <ul style="list-style-type: none"> <li>- Post graduate awards</li> <li>- fellowships</li> </ul> </li> <li>➤ Formalise mentee training and Mentoring@SRB program               <ul style="list-style-type: none"> <li>- match to Fellows and Life members</li> </ul> </li> <li>➤ Formalise grant and paper writing program               <ul style="list-style-type: none"> <li>- match to professional development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Student reps</li> </ul>

## Strategic Objectives

### 4: Modernise society while maintaining sound financial base (new benefits can we offer members - requiring immediate significant investment)

New Actions	Responsibilities
<b>Image rebranding</b>	
<ul style="list-style-type: none"> <li>➤ New Logo               <ul style="list-style-type: none"> <li>- letterheads, website, conference website</li> <li>- conference booth</li> <li>- pens, pins, banners</li> <li>- material for booth at conferences</li> <li>- material at SmP and similar political venues</li> <li>- apps for members at conferences</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>President</li> <li>Secretary</li> <li>Treasurer</li> <li>POC</li> </ul>
<b>Financial planning</b>	
<ul style="list-style-type: none"> <li>➤ Award budgeted funding to strategic projects               <ul style="list-style-type: none"> <li>- networking, travel, project grants</li> <li>- mentoring schemes</li> <li>- advertising, media</li> <li>- branding establishment and expansion</li> </ul> </li> <li>➤ Formalise financial footprint               <ul style="list-style-type: none"> <li>- consult financial planners</li> <li>- review investments</li> </ul> </li> <li>➤ Formalise increased spending over time               <ul style="list-style-type: none"> <li>- subject to economic constraint</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>President</li> <li>Treasurer</li> <li>Secretary</li> <li>Council</li> </ul>

## Strategic Objectives

### 5: Increase capacity of Council to deliver strategic outcomes

(elect and co-opt Council members to direct, help and input to strategic objectives)

#### 2013-2014 SRB council membership and roles

Council Member	Role	Portfolio
Eileen McLaughlin	Executive	President
Jeremy Thompson	Executive	Treasurer
Kirsty Pringle	Executive	Secretary
Rebecca Robker	Council	ASM POC co-chair/ Public awareness POC
Kaye Stenvers	Co-opted	ASM POC co-chair
Liza O'Donnell	Co-opted	Plenary Lectureship secretary
Melanie McDowall	Co-opted	Publicity Secretary
Karla Hutt	Co-opted	Website secretary
Kirsty Walters	Council	Newsletter secretary
Eva Dimitriadis	Council	SRB awards committee chair
Chris O'Neill	Co-opted	RCRH / ECR SRB awards committee chair
Patrick Western	Council	SRB chair LOC Melbourne 2014
Peter Stanton	Co-opted	LOC member Melbourne 2014
Mark Green	Council	Membership Secretary
Catherine Itman	Council	Fellows and Life Members Secretary
Tu'uhevaha Kaitu'u-Lino	Co-opted	SRB conference - membership booth
Jeremy Smith	Council	Sponsorship Secretary
Joanna James	Co-opted	RFD liaison secretary
Laura Parry	Co-opted	RFD associate editor liaison
Jonathon McGuane	Council	ECR representative
Tamara Leahy	Council	ECR representative
Amy Winship	Council	Student representative
Heba Zahid	Council	Student representative
Kate Loveland	Co-opted	WCRB 2014 LOC / POC

#### ASN Secretariat and Professional publicity

Mike Pickford	CEO
Jim Fawcett	Conference organisation
Heather Proud	Membership and communication
Kerrie Harris-Spencer	Finance
Ben Tucker	Website management
Lucy Fisher	Publicity – Ruby communications
Angela Metohianakis	PR – Nudecreative