

STRATEGIC PLAN 2021-2024

Trauma Awareness Network Australia Inc



Leading upstream prevention of
complex trauma from the
grassroots

About TANA

TANA is a grassroots Australian Health Promotion Charity using socially responsible science to cultivate trauma-informed, resilient people and practices in our communities.

Founded in 2018 in North-West Tasmania, TANA has established itself as a recognised leader in grassroots prevention of complex trauma through its three core objectives:

1. Raising awareness about complex trauma
2. Educating about complex trauma and mitigation of its effects
3. Advocating for policies and practices that are trauma-informed – at the individual, community and systems level.

TANA is part of a global community of individuals and organisations who recognise the widespread prevalence of complex trauma, and the power of the transformative 'aha moment' when people realise the significant effect of adverse experiences on wellbeing.

TANA disseminates the science of:

- brain development
- resilience
- thriving communities

While building a growing network of supporters, who speak to policymakers with a collective voice, TANA advocates for shifting any systemic structures, set up in the past, that inadvertently contribute to re-traumatisation.

TANA is leading a widespread public education campaign to raise awareness of complex trauma and its effects, while promoting and supporting innovative, community-led solutions to ameliorate and prevent the causes.

TANA promotes a vision for the real and powerful possibilities we can experience through post-traumatic growth. As people realise the science behind experiences, they naturally open up and become part of the solution.

Mission

Making complex trauma common knowledge by 2030.

Vision

TANA's vision is to be the world's leading foundational trauma-awareness grassroots network for the upstream prevention of complex trauma, bringing greater freedom to millions.

Values

Integrity

Pure intention and assuming positive intent

Respect

Trust and reliability

Understanding

Actively listening to understand people

Actively promoting understanding - about the effects of trauma, about resilience and about how communities thrive

Inclusion

Welcoming everyone who shares TANA's vision and values

Belonging

How good it feels to be with people who care unconditionally.

Focus Area 1: Awareness-Raising

What we will do

- 1.1 Facilitate family-friendly, place-based arts and music festivals, film events and fun gatherings to raise awareness of TANA's vision, throughout 2021-2024.
- 1.2 Supports the delivery of community forums, to raise awareness of complex trauma, from 2021-2024.
- 1.3 Provide widespread awareness about Adverse Childhood Experiences (ACEs) science, mitigation and prevention of complex trauma, and the science of resilience via one or more social media platforms, podcasts, live community events and online formats throughout 2021-2024.
- 1.4 To grow TANA's supporter network to 100,000 or more by mid-2024.

Focus Area 2: Education

What we will do

- 2.1 Supports the delivery of training and workshops about ACEs science, mitigation and prevention of complex trauma, the science of resilience and the science of thriving communities via online platforms, podcasts, and live community events throughout 2021-2024.
- 2.2 Lead a nationwide public awareness campaign.

Focus Area 3: Advocacy

What we will do

- 3.1 Advocate for policies that create the context for widespread positive childhood experiences and flourishing communities.
- 3.2 Advocate for policies that provide for upstream prevention of complex trauma.

Focus Area 4: Sustainability and prosperity for widespread impact

What we will do

4.1 Ensure TANA's governance operates at the highest level in alignment with ACNC Governance Standards.

4.2 Upskill volunteer supporters in writing and winning grant submissions for TANA to apply for one or more new sources of funding every month.

4.3 To make TANA sustainable and prosperous through independent income-earning activities as well as philanthropic, corporate and government funding, to reach more people and achieve our mission.

In the spirit of reconciliation, TANA acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.
