



Consumers Health  
Forum **OF** Australia

# Strategic Plan

## 2018-2022



representing consumers on national health issues

# WE BELIEVE...

...in a universal health system where equitable access is based on need

...in a health system where people have choice and control over their health and care

...a truly world class system should have a strong and influential national consumer voice as part of its framework

...that better health and care decisions, experiences of care and outcomes are achieved when consumers are involved from beginning to end

...place-based care designed with consumers and communities will deliver better outcomes and experiences of care and more locally responsive services

...that policy and healthcare decisions should be informed by a strong evidence base including consumer experience

# MISSION VISION

A world class health and social care system  
centred on consumers and communities

To draw on consumer and community knowledge  
and experience to relentlessly drive innovation and  
improvements to the Australian health and human  
service system

# OUR OBJECTIVES

**A collective voice for consumers and communities**

## **OBJECTIVE ONE ADVOCATING FOR IMPACT**

CHF will make credible, authoritative and constructive contributions to national policy and system design. CHF will strive to set the agenda for a consumer centred health system and advocate for the changes needed to realise that future.

## **OBJECTIVE TWO CONSUMERS SHAPING HEALTH**

CHF will support meaningful and authentic consumer engagement and participation at all levels of the health system. CHF will equip consumer leaders to act with impact and influence. CHF will facilitate opportunities to build capacity and improve the practice of consumer-centred health care.

## **OBJECTIVE THREE PARTNERING FOR PURPOSE**

CHF will work with members and networks to maximise the impact of the consumer voice at the national level. We will strategically partner with stakeholders to shape better healthcare by ensuring that a consumer focus is always front and centre.

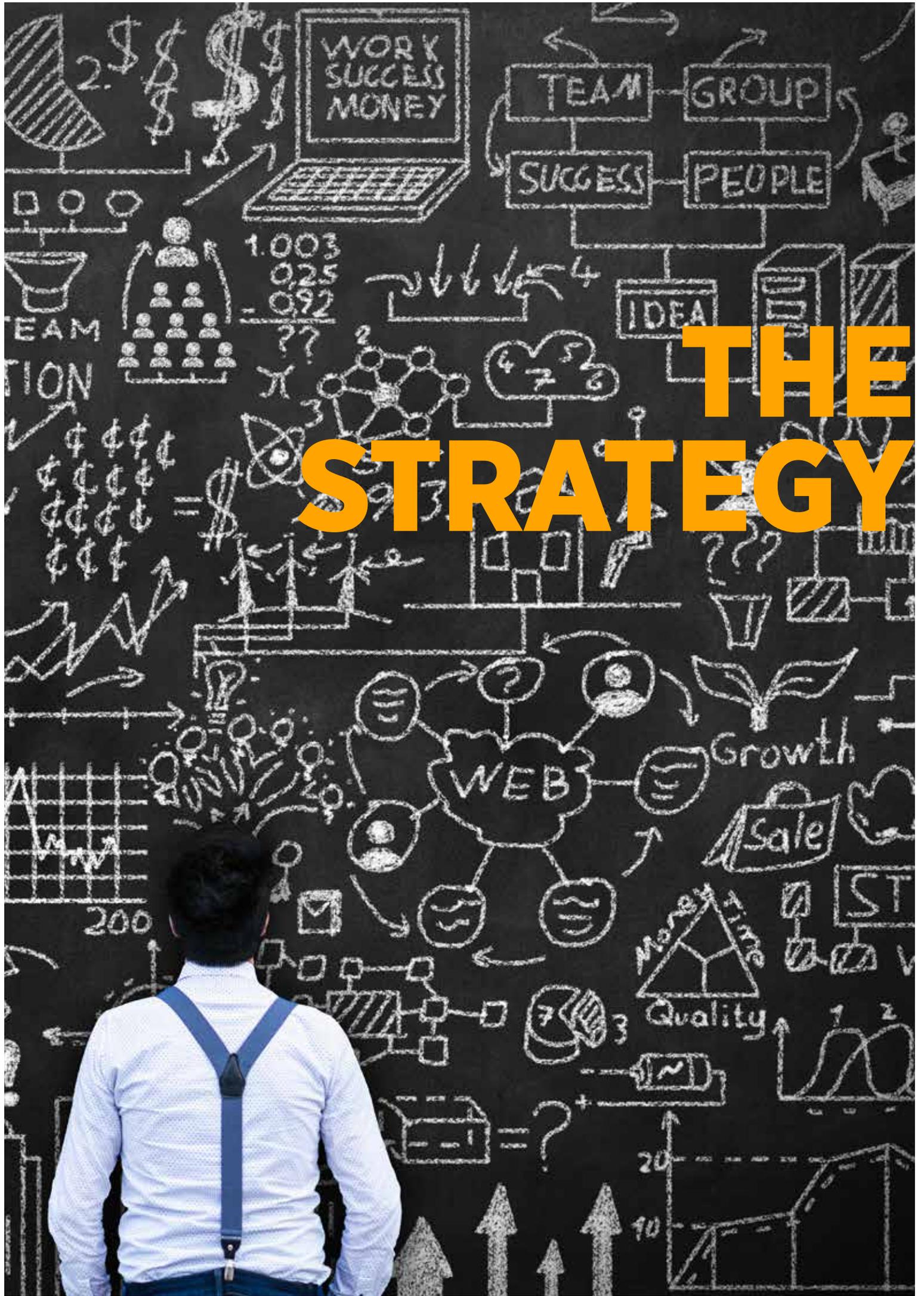
## **OBJECTIVE FOUR RESILIENT AND STRONG**

CHF will maintain and grow a strong and diverse membership. We will ensure our governance and leadership is of the highest standard. We will strengthen to our organisational resilience and assure our financial sustainability.

### **Our areas of focus in implementing our objectives...**

Safety, quality and consumer participation | Primary and integrated care reform | Prevention and the social determinants of health | Health financing and design including private health insurance reform | National medicines policy and pharmacy reform

# THE STRATEGY



# STRATEGY HIERARCHY



This strategy was developed in close collaboration and partnership by the board and executive team. It was informed by stakeholder perceptions survey and interviews.

The strategy provides:

- A foundation for CHF to understand what it is looking to achieve, how it can best reach its vision, the way it will work and the things we want to achieve for our community;
- A framework to inform CHF priorities and resourcing; and
- A tool for informing the broader community as to the future CHF strives for.

# OBJECTIVE ONE

## ADVOCATING FOR IMPACT

CHF will make credible, authoritative and constructive contributions to national policy and system design. CHF will strive to set the agenda for a consumer centred health system and advocate for the changes needed to realise that future.

### Our outcomes

#### We know this objective has been achieved when:

- A COAG endorsed national health plan with consumers at the centre is created
- CHF solutions are reflected in national policy

#### We know we are on the path to achieving this objective when:

- CHF has formal recognition with government as its consumer 'industry partner' and national peak body
- CHF has a regular high-level forum with the Minister for Health
- CHF is a partner and strategic advisor in all major national policy developments
- There is an increased consumer involvement in national forums, policy setting and major committees
- Consumer involvement in national policy and forums occurs through fit-for-purpose means

### Our priorities

#### Our strengths we will leverage to achieve this objective:

- Our recognition as the national peak consumer organisation under Commonwealth Government funding arrangements
- Our position and relationship with government
- Our bipartisan engagement with parliamentarians
- Our reputation as a thought leader
- Our position as industry partner for key health agencies
- Our policy, communication and research capability
- Our participation in boards, committees, working parties and advisory groups
- Our strategic partnerships

#### What we will invest in to achieve this objective:

- Creating additional channels to engage with consumers and communities on issues of importance to them
- Augmenting and demonstrating the evidence for consumer-centred care through more qualitative and quantitative research
- Feedback to organisations on potential improvements that include scorecards and benchmarking
- Independent policy papers by CHF on relevant issues to inform debate and set the agenda
- Discussions, national forums and roundtables

# OBJECTIVE TWO

## CONSUMERS SHAPING HEALTH

CHF will support meaningful and authentic consumer engagement and participation at all levels of the health system. CHF will equip consumer leaders to act with impact and influence. CHF will facilitate opportunities to build capacity and improve the practice of consumer-centred health care.

### Our outcomes

#### **We know this objective has been achieved when:**

- Consumers are involved at all levels of policy setting and decision making within the health system

#### **We know we are on the path to achieving this objective when:**

- There is an increase in co-design practices involving consumers
- Consumers have more say and influence in their care
- Consumers are more confident and empowered to question health care providers health service providers and managers regarding their health care
- Health care providers and managers encourage and facilitate consumer involvement through appropriate strategies involving a diversity of input
- There is more evidence of 'working in partnership' between health care providers and consumers

### Our priorities

#### **Our strengths we will leverage to achieve this objective:**

- Our membership
- The skills and competencies of our consumer network
- The reputation of our Consumer Representatives Program
- Our website and communication channels

#### **What we will invest in to achieve this objective:**

- Diversifying and extending our consumer network
- Fostering and supporting emerging consumer leaders
- Fostering a relationship with PHN consumer advisory structures
- Peer education and mentorship for emerging leaders
- Opportunities for leadership and partnership development programs for consumers
- Health literacy and self-management initiatives of our own or in partnership that support informed decision making and healthcare choices

# OBJECTIVE THREE

## PARTNERING FOR PURPOSE

CHF will work with members and networks to maximise the impact of the consumer voice at the national level. We will strategically partner with stakeholders to shape better healthcare by ensuring that a consumer focus is always front and centre.

### Our outcomes

#### **We know this objective has been achieved when:**

- Consumer-centred focus is strengthened in the practices of Australia's policy makers, health workforce, research community and other parts of the health system architecture such as Primary Health Networks

#### **We know we are on the path to achieving this objective when:**

- There are joint campaigns with strategic partners
- There are joint projects with strategic partners
- We have established new ways of adding to the consumer voice through strategic collaborations

### Our priorities

#### **Our strengths we will leverage to achieve this objective:**

- Our relationship with consumer organisations
- Our relationship with PHNs
- Our relationship with key national research institutes
- Our relationship with national professional associations
- Our relationships with other partner organisations
- Formative international links and networks

#### **What we will invest in to achieve this objective:**

- Building profile and ethical collaborations with corporate Australia and the philanthropic sector
- New strategic partnerships
- Progressing key relationships and collaborations with international like-minded organisations
- Providing high quality advice, tools and resources to promote consumer-centre practice in key settings and organisations such as Primary Health Networks
- Developing curriculum for the Australian health service provider workforce
- Collaborating to increase consumer and community involvement in health and medical research
- Providing high quality training and advisory projects and services

# OBJECTIVE FOUR

## RESILIENT AND STRONG

CHF will maintain and grow a strong and diverse membership. We will ensure our governance and leadership is of the highest standard. We will strengthen to our organisational resilience and assure our financial sustainability.

### Our outcomes

#### **We know this objective has been achieved when:**

- We have become more sustainable and have less reliance on government funding

#### **We know we are on the path to achieving this objective when:**

- Our performance and value is highly rated by members
- We have maintained current members and increased overall membership
- We have attracted increased revenue from non-government sources
- A number of profit making initiatives are initiated
- Income has increased year on year balanced prudent cost controls

### Our priorities

#### **Our strengths we will leverage to achieve this objective:**

- Our reputational standing with stakeholders
- Our commitment to good practice governance
- Our commitment to good practice risk management
- Our diverse national membership
- Our internal team capability

#### **What we will invest in to achieve this objective:**

- Aligning resources to strategic priorities
- Building business and partnership development capacity
- Enhancing our value proposition to members and stakeholders
- A balanced and diversified portfolio of projects funded from different income sources
- Continuous improvement of corporate governance
- Satisfying our current members
- Building membership and demonstrating value
- Income generating projects and initiatives

[www.chf.org.au](http://www.chf.org.au)