

Strategic plan 2020 - 2024 (updated 2020)



Vision	A Healthy Bundaberg/Wide Bay Community				
Purpose	To improve health and well-being by supporting Wide Bay hospitals, patients, carers, staff and our communities				
Goals	Fundraising Develop the platforms and relationships needed to grow our donor base and increase fundraising.	Key Partner Relationships Develop and endorse a shared Partnership Framework between the BHSF and Wide Bay Hospital & Health Service (WBHHS) to increase the success of fundraising efforts and operational benefits delivered to the WBHHS and regional community.	Brand Awareness Raise awareness of our foundation across the Bundaberg and over time broader Wide Bay regional community.	Operations Ensure the foundations commercial operations operate efficiently and profitably.	Patient Support Increase the value of the services we provide to patients and their families.
Key strategies	1. Develop a platform for online donations. 2. Develop a platform to support ancillary fundraisers. 3. Utilise volunteer base as advocates for the foundation to raise awareness and funds.	1. Work with WBHHS to expand and identify funding opportunities. 2. Develop working relation with WBHHS to assist with Capex Budgeting Process. 3. Continue to develop relationships with WBHHS ancillary groups. 4. Work with clinical team to identify programs that would benefit from volunteer support.	1. Grow corporate and community partners to raise the profile of the foundation and 2. Engage in public brand awareness campaigns. 3. Develop annual major fundraising event that aligns with our health and well being advocacy objectives.	1. Ensure donors' funds are managed and invested appropriately. 2. Ensure our board and committees are well educated and supported to govern and add value to our purpose. 3. Establish a benchmark for business performance.	1. Develop and apply a framework to measure the impact of the services provided. 2. Improve the funding available and processes around granting for equipment other projects. 3. Maintain strong systems of governance to ensure that grants provided for medical equipment and other grants deliver the biggest impact. 4. Recruit, train and retain volunteer workforce to ensure the best possible support for patients, and their families.
Performance measures	Grow fundraising to \$500,000 per annum by 2023.	Develop a strong and effective Strategic and Operational relationship with WBHHS.	Considered the Health Foundation of choice.	Businesses continue to cover the cost of organisation administration and growth with profits.	Develop benchmark for the value of services provided.
Contribution to Government Objectives	Enabling safe, quality services and Equitable health Outcomes We will respect, protect and promote human rights in our decision making and actions.		Bundaberg Health Services Foundation contributes to the Government's objectives for the community Our Future State: Advancing Queensland's Priorities to keep Queenslanders healthy by supporting Wide bay Hospital and Health Services to improve the heath and well-being of patients, carers and our communities. Bundaberg Health Services Foundation provide comfort and support for sick members of our community and their families.		
Our values	Integrity We Value Honesty and Ethical Practice for the greater good.	Excellence We value excellence and a commitment to the work we do.	Respect We value the respect of ourselves and others.	Accountability We efficiency and sound governance practices.	Collaboration We value communities and working together.
Strategic risks	1. The foundation brand is damaged due to a negative representation which adversely affects operations of the Foundation. 2. Loss of key relationships which results in a loss of funds vital to the continuation of the Foundations programs. 3. The Foundation is potentially subjected to a malicious Cyber Security which affects secure financial payments.		Strategic Opportunities	1. Increase future income streams through online donation platform and volunteer base, patients and medical staff.	2. Drive future growth through opportunities resulting from the potential capital investment in the region/the potential development of a new hospital in the region.