

## STRATEGIC PLAN 2017 - 2021

Vision – Superior Health Care in Far North Queensland

Principal Activities – Funding the purchase of state-of-the-art equipment and establishment of first class health related facilities; Assisting in the establishment of Far North Queensland as a centre of excellence in health services by funding, supporting and encouraging education and research; Providing support services for the patients and staff.

The strategic plan for the Far North Queensland Hospital Foundation (FNQHF) 2017-2021 seeks to support the Queensland Government’s objectives for the community:

- Delivering quality frontline services by strengthening our public health system

	Strategies	
<b>Objective 1 – Maximise the profitability of our commercial operations</b> <b>KPI - Achieve commercial net profit of \$700k per annum</b>	1	Maximise operating profits to provide maximum funds available to be donated to fund state-of-the-art equipment, health facility upgrades, research and education grants to provide better healthcare in the community
	2	Maximise operating profits of the cafes
	3	Quality management of the Block E car parking facility
	4	Quality management of the Interactive Patient Station (IPS) TV services
<b>Objective 2 – Increase fundraising income</b> <b>KPI – Achieve fundraising net profit of \$500k per annum</b>	1	Maximise fundraising profits to provide maximum funds available to be donated to fund state-of-the-art equipment, health facility upgrades, research and education grants to provide better healthcare in the community
	2	Deliver major fundraising events e.g. Motorcycle Muster, Sea-Fari Jet Ski, Cardiac Challenge, Christmas gift wrapping, Power of Pallets
	3	Endeavour to introduce new fundraising events to the calendar
	4	Market and promote the bequest collateral
	5	Focus on regular/payroll giving
	6	Further develop FNQHF’s donor database to improve donations
	7	Continue to develop and support Friends of the Foundation groups in rural and remote areas encouraging them to fundraise for identified regional priorities whilst ensuring ongoing activity and sustainability
<b>Objective 3 – Strategic marketing and communication to maximise community support, fundraising and advocacy for services development</b>	1	Support and advocate for Cairns to become a full tertiary University Hospital within a decade
	2	Maintain and develop relationships and communications with the Hospital and clinical community

	<b>3</b>	Promote Friends of the Foundation (FOF) model to other hospitals and stakeholder groups throughout FNQ
	<b>4</b>	Develop close communication and relationship with the Chief Executive (CE) in the Torres and Cape Hospital and Health Service (TCHHS) to identify and prioritise a list of needs in their region: <ul style="list-style-type: none"> <li>• patient services</li> <li>• equipment</li> <li>• research</li> <li>• skills and professional development needs which could be prioritised for funding by FNQHF</li> </ul>
	<b>5</b>	Ensure FNQHF has effective and proactive relationships with key fundraiser groups across FNQ, including: <ul style="list-style-type: none"> <li>• service groups</li> <li>• businesses and industry groups</li> </ul>
	<b>6</b>	Improve social media and communications
	<b>7</b>	Feature regularly in various FNQ broadcast and print mediums
<b>Objective 4 - Ensure appropriate expenditure management and maximise the strategic benefits of grant funding</b> <b>KPI - Achieve grant funding of \$1million per annum</b>	<b>1</b>	Strive to provide grant funding of \$1,000,000 per annum
	<b>2</b>	Maximise the benefits in aligning with the needs of the Hospital and Health Service with donations of equipment to health facilities
	<b>3</b>	Build a strategic reserve
	<b>4</b>	Continue developing our research grants along with strong advocacy, alignment and support of the HHS in any future quests for the Cairns Hospital to become a regional university hospital
	<b>5</b>	Improve the awareness of the FNQHF's education and personal development grants
<b>Objective 5 – Maintain, improve and further develop the Volunteer Program</b> <b>KPI - 5% increase in total volunteer numbers each year</b>	<b>1</b>	Continue to grow the volunteer program to expand on and provide better services available to the patients and staff
	<b>2</b>	Continue to grow the volunteer program to expand numbers to assist with fundraising activities and events
<b>Objective 6 – Maintain and improve FNQHF good governance standards</b> <b>KPI – Unqualified audit result</b>	<b>1</b>	Ensure transparency and accountability of the highest order
	<b>2</b>	Ensure health statutory bodies compliance to meet current legislation
	<b>3</b>	Maintain and regularly review risk management activities