

STRATEGIC PLAN 2018 - 2022

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 along with strong advocacy, alignment and support of the Hospital and Health Service in the quest for the Cairns Hospital to become a full tertiary university hospital;

Provide support services for the patients and staff.

The strategic plan for the Far North Queensland Hospital Foundation (FNQHF) seeks to support the Queensland Government’s objective for the community; Delivering quality frontline services by strengthening our public health system.

| | Strategies | |
|--|------------|---|
| Objective 1 – Maximise the profitability of our commercial operations KPI - Achieve commercial net profit of \$800k per annum | 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 |
| Objective 2 – Increase fundraising income KPI – Achieve fundraising net profit of \$600k per annum | 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 and maintain three major fundraising events e.g. Cardiac Challenge, Motorcycle Muster, The Arrow Experience. |
| | 3 | Introduce a new 3 rd party fundraising event to the calendar each year |
| | 4 | Market and promote the bequest program collateral |
| | 5 | Increase regular/payroll giving by 5% |
| | 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 |

| | | |
|--|----------|--|
| Objective 3 – Strategic marketing and communication to maximise community support, fundraising and advocacy for services development | 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 |
| | 3 | Promote Friends of the Foundation (FOF) model to other hospitals and stakeholder groups throughout FNQ |
| | 4 | 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"> • patient services • equipment • research • skills and professional development needs which could be prioritised for funding by FNQHF |
| | 5 | Ensure FNQHF has effective and proactive relationships with key fundraiser groups across FNQ, including: <ul style="list-style-type: none"> • service groups • businesses and industry groups |
| | 6 | Improve social media and communications |
| | 7 | Feature regularly in various FNQ broadcast and print mediums |
| Objective 4 - Ensure appropriate expenditure management and maximise the strategic benefits of grant funding KPI - Achieve grant funding of \$1.2 million per annum | 1 | Provide grant funding of \$1.2M per annum |
| | 2 | Maximise the benefits in aligning with the needs of the Hospital and Health Service with donations of equipment to health facilities |
| | 3 | Build a minimum strategic reserve of \$1M |
| | 4 | Continue developing our research grants along with strong advocacy, alignment and support of the HHS in the quest for the Cairns Hospital to become a regional university hospital |
| | 5 | Improve the awareness of the FNQHF's education and personal development grants |
| Objective 5 – Maintain, improve and further develop the Volunteer Program KPI - 5% increase in total volunteer numbers each year | 1 | Continue to grow the volunteer program to expand on and provide better services available to the patients and staff |
| | 2 | Continue to grow the volunteer program to expand numbers to assist with fundraising activities and events |
| Objective 6 – Maintain and improve FNQHF good governance standards KPI – Unqualified audit result | 1 | Ensure transparency and accountability of the highest order |
| | 2 | Ensure Office of Health Statutory Agencies compliance is met |
| | 3 | Maintain and regularly review risk management activities |