

## Ipswich Hospital Foundation

<b>Our vision</b>	Supporting and facilitating wellbeing and a healthier lifestyle for the Community.
<b>Our purpose</b>	The Ipswich Hospital Foundation exists to: <ul style="list-style-type: none"> <li>• Provide support to the hospitals and communities of the West Moreton region;</li> <li>• Promote healthy living;</li> <li>• Increase preventative health measures;</li> <li>• Create opportunities for individuals to take care of themselves.</li> </ul>
<b>Our community</b>	Our Community encompasses the West Moreton Hospital and Health Service (WMHHS) area servicing the City of Ipswich and the Councils of Somerset, Scenic Rim and Lockyer Valley.
<b>Our mission</b>	The IHF is a not-for profit charity, and will achieve its vision by: <ul style="list-style-type: none"> <li>• Building effective, strategic relationships which add value to WMHHS and the community;</li> <li>• Providing a range of accessible activities and events, as well as relevant health education to improve health and well-being;</li> <li>• Fundraising for state-of-the-art hospital equipment, research and infrastructure;</li> <li>• Investing in relevant research and technological health care equipment, capability and strategies with WMHHS.</li> </ul>

## Queensland Government Objectives

Delivering quality frontline services	Building safe, caring, connected communities	Creating jobs and a diverse economy
<p>We are contributing to the Government's objectives for the community by:</p> <ul style="list-style-type: none"> <li>• Delivering quality frontline services through building the skills and capacity of the Ipswich Hospital Foundation to efficiently and effectively respond to changing environmental demands.</li> <li>• Building safe, caring and connected communities through providing access and opportunities for the community to improve and enhance their health and wellbeing.</li> <li>• Creating jobs and a diverse economy through research and investment strategy.</li> <li>• Protecting the environment through our event policies governing our impact on the local environment.</li> </ul>		

## My Health, Queensland's future: Advancing Health 2026

Promoting wellbeing	Delivering healthcare	Connecting healthcare	Pursing innovation		
Department of Health Strategic Plan 2016-2020					
Supporting Queenslanders to be healthier	Enabling safe, quality services	Equitable health outcomes	High performance	Dynamic policy leadership	Engaged and productive workforce

## WMHHS Strategic Plan

Person-centred care	Caring for our teams	Interconnected care	Excellent care
IHF Fundraising and Investment Priorities			
Health Research		Digital Health	



### Objective 1:

## Building Safe, caring and effective communities through effective relationships with relevant corporations, government agencies and Non- Government organisations

Strategic Goals - To improve security and stability of income in order to provide year on year return to the hospitals and community.  
- To add value to other organisations through utilising and leveraging internal skills and resources.

Strategies	Key measures of Success	Major Partnerships
<ul style="list-style-type: none"> <li>Identify suitable corporate, government and NGO partners.</li> <li>Leverage the IHF brand and marketing.</li> <li>Develop core activities and events within an appropriate framework to offer the community.</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration and development of MOUs/agreements with organisations which are demonstrating tangible results either through:                             <ol style="list-style-type: none"> <li>increased sponsorship (or other) revenue;</li> <li>decreased costs for the IHF through sharing of resources;</li> <li>joint initiatives which are more cost effective or have greater reach than the IHF could achieve alone;</li> <li>increased participation of the community in healthy activities and events.</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>WMHHS</li> <li>Health Partners</li> <li>Community Partners including Business</li> </ul>

### Objective 2:

## Delivering quality frontline services through the skills and capacity of the organisation to efficiently and effectively respond to changing environmental demands

Strategic Goals

- To improve the quality and relevance of IHF activities and events to the community and corporate partners.
- To increase skills in areas such as fundraising and commercial acumen.
- To add value to other organisations through utilising a broader and deeper range of internal skills and resources.
- To improve the efficiency of the organisation through enhanced monitoring, evaluation and reporting.

Strategies	Key measures of Success	Major Activities
<ul style="list-style-type: none"> <li>Undertake a skills audit and program of personal development/recruitment/succession planning for staff and Board.</li> <li>Operational audit of processes (reporting, monitoring and evaluation, delegations, authorities etc.) with improvement plans implemented.</li> <li>Skills based, high performance Board.</li> </ul>	<ul style="list-style-type: none"> <li>Skills based high performance staff with individual development plans and succession plans;</li> <li>Development of a framework for activity/event assessment, with clear guidelines for outcomes aligned to the vision;</li> <li>Enhanced processes implemented which enable effective monitoring, evaluation and reporting, measured by documented Board outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>IHF staff</li> <li>IHF Board</li> <li>Community/ Event Volunteers</li> </ul>

### Objective 3:

## Creating Jobs and opportunities by building the fundraising capacity of the organisation to increase financial sustainability and support Hospital and Health Service needs

Strategic Goals

- To increase the diversity of income streams.
- To leverage the return from current activities and events.
- To increase the capacity to undertake fundraising for specific causes and needs (e.g. Children, hospital equipment).

Strategies	Key measures of Success	Major Activities
<ul style="list-style-type: none"> <li>Develop the compelling "IHF Story" – (why we exist and where your money goes) for our community, stakeholders and partners.</li> <li>Maximise the leverage of the IHF brand through targeted and specific marketing.</li> </ul>	<ul style="list-style-type: none"> <li>Assessment of tangible and realistic avenues for alternative income;</li> <li>Identification of alternate revenue streams of at least \$150,000 pa;</li> <li>Development of a specific "child-focused" strategy, including fundraising, investment, activities and events;</li> <li>Increased revenue of at least 20% per annum, year on year.</li> </ul>	<ul style="list-style-type: none"> <li>Fundraising donations</li> <li>Fundraising events</li> <li>Grants</li> <li>Alternative Health-focused business opportunities</li> </ul>

### Objective 4:

## Research and Investment Strategy aimed at delivering outcomes to create jobs and contribute to an innovative and diverse economy

Strategic Goals

- To invest in research to support the core objectives of the IHF, particularly related to community chronic health conditions and areas of IHF focus

Strategies	Key measures of Success	Major Activities
<ul style="list-style-type: none"> <li>Develop a key research investment strategy, including quantum of funding and expected outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>Investment of an agreed amount into relevant, outcome based research per annum.</li> </ul>	<ul style="list-style-type: none"> <li>Focus on translation of research in line with the WMHHS strategy.</li> </ul>

### Objective 5:

## Support frontline health services by providing access and opportunities for the community to improve and enhance their health and well-being

Strategic Goals

- To increase the overall health and well-being of the community by providing a suite of activities and events accessible and affordable to all.

Strategies	Key measures of Success	Major Activities
<ul style="list-style-type: none"> <li>Maintain and grow a range of evidence-based programs and events to support and increase personal investment in preventative health activities.</li> </ul>	<ul style="list-style-type: none"> <li>Positive health engagements confirmed through 200 survey results each year;</li> <li>Regular review of IHF community events and activities such as through participant surveys returning at least 200 responses per annum;</li> <li>Support at least 20 community events through the Community Event Supplies and donate sunscreen to at least 30 community groups and events per annum;</li> <li>Be involved with at least 5 major healthy events per annum;</li> <li>Continue to support mental health initiatives, such as Youth Mental Health First Aid Course;</li> <li>Publish Healthy Living Magazine 6 times per year to increase health literacy of community.</li> </ul>	<ul style="list-style-type: none"> <li>Fit 4 Life</li> <li>Healthy Events</li> <li>Resource Centre &amp; Sun Protection</li> <li>Nutrition Education &amp; Health Literacy</li> <li>Healthy Mind</li> </ul>