

### Our vision



A thriving West Moreton community in which people experience the best possible health and wellbeing.

### Our purpose



To be a trusted community partner supporting West Moreton Health to deliver safe, quality healthcare and promoting community health and wellbeing.

### Our values



The Ipswich Hospital Foundation acknowledges the traditional custodians of the West Moreton region. We pay our respects to elders past, present and emerging.

We will respect, protect, and promote human rights in our decision-making and actions.

## Our strategic priorities

### 1 Enabling community health and wellbeing

#### Principles

- Through a focus on partnerships and collaboration, we will support evidence based health and wellbeing initiatives.
- We will recognise and respond to the diverse and growing needs of our communities.

#### Strategic Actions

1. Establish and implement a Partner Program that:
  - Strengthens the partnership with West Moreton Health.
  - Enables evidence-based and targeted health and wellbeing initiatives.
  - Engages our communities and partners to support health and wellbeing initiatives.

### 2 Supporting research and innovation

#### Principles

- We will support research and innovation that aligns with West Moreton Health strategic priorities.
- We will actively engage our communities to raise awareness of the benefits of research and innovation to health and wellbeing outcomes.
- We will support research and innovation by connecting our partners and communities.

#### Strategic Actions

1. Develop and implement a Research and Innovation Investment Plan in consultation with West Moreton Health Research and Innovation.
2. Collaborate with partners to support scholarships and research in priority research areas.

### 3 Fundraising and support for health and wellbeing

#### Principles

- We will establish our fundraising capacity to enable greater investment in health and wellbeing.
- We will grow other revenue streams to support our fundraising activities and ensure that surplus from fundraising is dedicated to delivering the Foundation's purpose and strategic priorities.
- We will establish ourselves as the charity of choice in the region.

#### Strategic Actions

1. Implement the IHF Fundraising Strategic Plan FY24 - FY26.
2. Develop and implement a Revenue Growth Plan that identifies new revenue opportunities.

### 4 Building organisational capability

#### Principles

- We will support the delivery of strategic priorities through the development of our leadership, staff, volunteers and business systems.
- We recognise the importance of our workforce being safe, engaged and empowered to thrive
- We will ensure our brand reflects our purpose and engages our communities.
- We will re-establish the Foundation as a community pillar in the region.

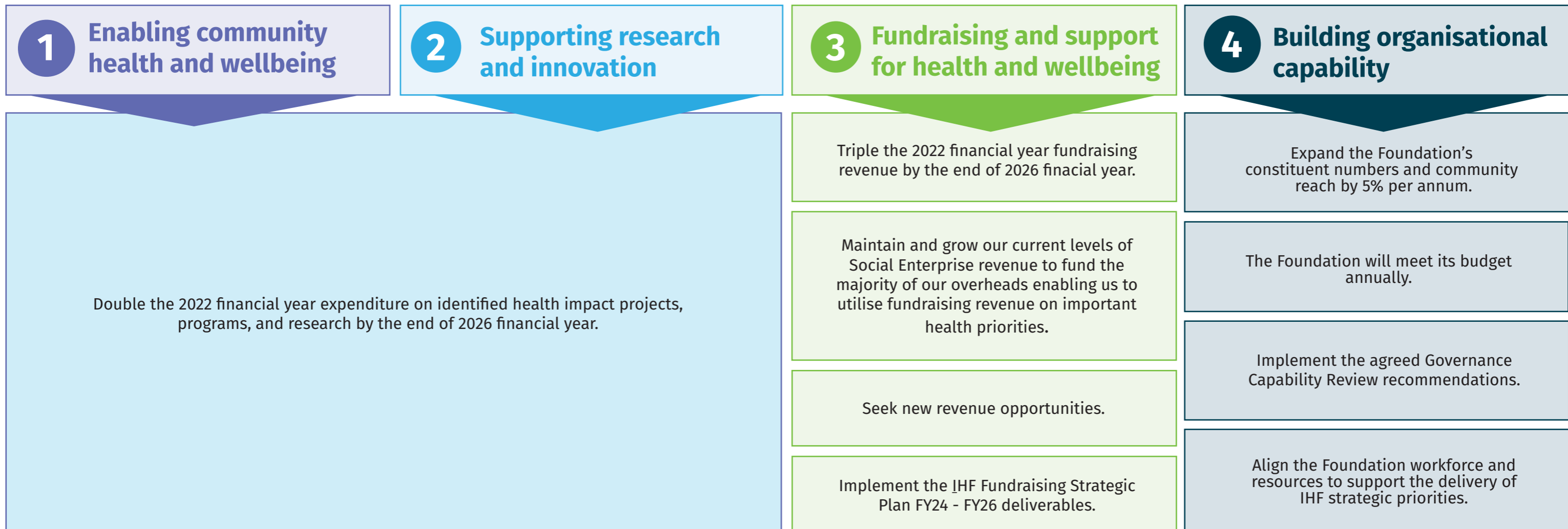
#### Strategic Actions

1. Develop and implement a Stakeholder Engagement Plan including including marketing, communication and brand planning that supports the re-establishment of the Foundation as a community pillar in the region.
2. Align the Foundation workforce and resources to support the delivery of IHF strategic priorities.
3. Undertake a Governance Capability Review to ensure that policies, systems and processes are enablers for the delivery of the Foundation's strategic priorities.



## Measuring our Performance

The Ipswich Hospital Foundation will measure its success in delivering its strategic priorities by measuring its performance against the following outcomes:



### Strategic Risks

- Negative publicity, public perception or uncontrollable events impacting adversely on the Foundation's reputation.
- Loss of key partnerships.
- Loss of key social enterprise operations.
- Cybersecurity system failure.
- Loss of key staff, volunteers or board members reducing organisational continuity.

### Strategic Opportunities

- Expand social enterprise activities.
- Collaborate with West Moreton Health to align the foundation's activities with the health service's priorities.
- Grow strategic partnerships to leverage brand and income.

### Contribution to achievement of whole of Government direction (objectives for the community)

#### BETTER SERVICES

**Deliver even better services right across Queensland.**

#### Backing our frontline services:

Deliver world-class frontline services in key areas such as health, education, transport, and community safety.

IHF aligns with this objective by supporting West Moreton Hospital and Health Services to promote and improve the health and wellbeing of patients, carers, and our communities.