



STRATEGIC PLAN

2015 – 2020

Version 1.0 : Created 8 August 2015

Haemochromatosis Australia

www.haemochromatosis.org.au

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Background

This document was created as a result of the annual planning and review workshop conducted by the Haemochromatosis Australia Management Committee on 9 August 2015. Each year following the Annual General Meeting, the committee meet to review progress against priorities set the year before and plan priorities for the coming year. The strategic plan gives us a framework for our strategies and priorities.

This strategic plan replaces the previous five-year strategic plan 2010 – 2015. The most recent version of that document is [HA Strategic Plan 2010 – 2015 V5 10 August 2010](#). The Strategic Objectives have been reworked to better reflect our current thinking and environment. They have not changed significantly from the previous plan but provide a clearer focus on what we should be doing.

Version History

Version	Date	Comments
V1.0	9/8/2015	New Document. Created from discussions at annual review and planning day.

Contacts

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Secretary

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Our Vision

No Australian will experience harm from Haemochromatosis.

Our Mission

As the primary advocacy group for Australians affected by Haemochromatosis we will provide support and promote awareness, early detection / diagnosis and research.

Our Values

We believe that people with Haemochromatosis are entitled to

- the same quality of life and life expectancy as people without haemochromatosis
- detection before harm occurs
- well informed health and medical services
- easy access to the knowledge, support and services they need.

Objectives

1. Support to people with Haemochromatosis

We will provide support and up to date information to people with haemochromatosis and their families to assist them to manage their condition.

2. Raise awareness

2.1 Community

We will promote awareness in the community about Haemochromatosis.

2.3 Health professionals

We will raise awareness of haemochromatosis, Haemochromatosis Australia and our resources to GPs, practice nurses, pharmacy staff and allied health professionals.

3. Engage and Action

3.1 Community

3.2 Health Profession

3.3 Government

3.4 Research

3.5 Other health information providers

4. Influence

We will influence and advocate appropriate health policy relating to haemochromatosis.

5. Governance and Administration

5.1 Review and Improve

5.2 Administration & day to day business

5.3 Government compliance

Priorities 2015 – 2016

1. Support

INFO LINE 1300 019 028

Newsletter

Website

- Upgrade to mobile-friendly

Publications – Print & electronic

- Current videos OK
- Print
 - Review Practical Guide (major task)
 - Review and reprint HYQA, brochures, letterhead, Vx record books (minor effort, medium cost)
- USB drives useful

Local Information sessions – not high priority but support when appropriate

Local support groups - not high priority but support when appropriate

Webinar project – NEW

2. Raise Awareness

2.1 Community

TV advertisement

- CSA ON Southern Cross / Austereo
- Uni TV? (New)

Radio

Internet advertising – Google Ads, Facebook promotions, other paid (or free) advertising

Social media

Our website

Other websites – linkbacks, mentions, HH information

Haemochromatosis Awareness Week

OVERLOAD art exhibition – opportunities for expansion to new sites

Print media

Ambassador

Novelty events / stunts

Volunteer Advocates

2.2 Health professionals

Our approach is providing support and assistance to health professionals by providing patient resources, GP resources and facilitating HH training.

RACGP Professional education module

GPCE / Industry events – Brisbane GPCE as a pilot

Private Health Networks (PHN) – Pilot education sessions for local GPs

PHN – Newsletters & Awareness Week

Redesign GP Resources web-page with input from Katie

Do we become an education provider ourselves (RACGP accreditation for Conference 2016) or just facilitate others to provide the training (or both)

3. Engage and Action

3.1 Community

Members, especially HAW actions

Volunteer Advocate Network

- Consolidate, strengthen and expand
- Karin will take over coordination
- Next conference – another workshop

3.2 Health Industry

Primary Health Networks

- Build relationships
- Encourage and promote Haemochromatosis HealthPathways

Professional organisations

- RACGP, ACCRM, Pathologists, Practice Nurses Association, GESA, Pharmacy Guild, Pharmacy Association
- Red Book / GESA Guidelines
- Leverage conference 2016 through associations

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Champions within the system

- Medical advisors
- Recognised experts / leaders like Alison Jones, Peter Youssef

Health Insurance

- Build relationships
- Discuss and explore genotyping / screening
- Medicate rebates (venesections and screening)

Genotyping Industry

- Conduct a survey (what's out there?) – **Dan**
- Build relationships
- Sponsorship
- Information re HFE results
- Test the Consumer genotyping user experience

Pharma and alternate medicine industry

- Product information re iron
- Sponsorship – corporate responsibility

Not for profits

- Arthritis Australia
- Diabetes Australia
- Australian Liver Foundation
- ConnectingUp & InfoXchange (member)
- Consumer Health Forum (CHF) (member)
- Association of genetic Support Australasia (AGSA) (member)
- Chronic Illness Alliance (CIA) (member)

3.3 Government

- PSAC & MSAC – screening proposal

3.4 Research

3.5 Health Information Providers

- *Health&* website
- State governments eg BetterHealth Channel (Vic)

4. Influence

Lobby

Friendly politicians, champions within health system

- Identify
- Recruit & engage
- Deploy into action
- Learn from

Blood Service

- Procedures re iron studies
- Dan will do cost analysis

5. Governance & Administration

5.1 Review and Improve

- Monthly committee meetings plus sub-committees
- Annual review & planning face to face session after AGM
- 2016 – Tuesday after conference
- Evaluation: Di offered her '5Cs' model as a potential review & evaluation tool. This could be used as a matrix against each of our five priorities. Tony will see how this works.
- Delegate more to VAs including strategy & projects

5.2 Administration and business

- Documentation / procedures
- New CRM system / database replacement
- Mobile friendly website
- Book-keeping role for volunteer?