

Bundaberg Health Services Foundation Strategic Plan 2013-2017

The Bundaberg Health Services Foundation is the fundraising arm of the Bundaberg Hospital and as such aims to enhance services available to patients, carers, staff and the community.

Our Strategic Risks

A scan of the environment in which the Bundaberg Health Services Foundation is operating highlights the following major strategic risks:

- to generate an operating income to meet every increasing administrative demands.
- to effectively raise fundraising income despite greater competition for disposal incomes.
- to achieve mandatory requirements being a small foundation with limited resources.

To manage these risks we are building our profile via media and promotions in a bid to link with businesses, individuals and community groups who support our vision as local people, helping local patients. We also have a business unit that generates income to offset the costs associated with resourcing our projects, fundraising and statutory requirements.

Implementation and Monitoring

The Bundaberg Health Services Foundation Strategic Plan defines the scope and broad directions for all other planning activities undertaken by the Foundation. Development of detailed implementation strategies will occur through the Bundaberg Health Services Foundation:

- Annual Operational Plan
- Financial Management Plan
- Fundraising Plan
- Annual Budget

Monitoring of performance will occur via systems and processes established to enable the Foundation to report against its obligations as a statutory body.

Our Vision	To support Bundaberg Hospital patients, carers, staff and the community.				
Our Mission	To raise funds to create and enhance quality patient services.				
What we aim to achieve...	To raise funds and aid local fundraisers who support Bundaberg Hospital.	To provide safe, comfortable, convenient and affordable accommodation to patients and carers.	To provide quality patient services and additional equipment not funded by government.	To support hospital staff by funding enhanced training opportunities that benefit patients.	To operate Thirst Aid Cafe as a service to hospital visitors and staff and to generate income to offset operational expenditure.
How we aim to achieve this ...	<ol style="list-style-type: none"> To promote the Foundation broadly in a bid to link with local businesses, individuals and community groups who want to support the hospital. To create innovative ways to raise funds, not solely relying on the traditional fundraising activities. To work in collaboration with other non profit entities to improve patient services. 	<ol style="list-style-type: none"> To work with Queensland Health to secure onsite accommodation for rural patients in a bid to reduce project costs and increase patient convenience. To work with the Rotary Clubs to continue their support of the Lodge to improve and enhance the accommodation service. 	<ol style="list-style-type: none"> To liaise quarterly with senior health services staff to review and update wish list items. To annually review equipment purchases to assess effectiveness and patient benefit. To assess future patient service needs and our ability to cater for these. 	<ol style="list-style-type: none"> To liaise with staff to identify training opportunities and needs. To manage the Winnie May Scholarship To grow the Winnie May Scholarship to provide additional funds for training. 	<ol style="list-style-type: none"> To promote Thirst Aid Cafe as a healthy, affordable provider of food and beverages services. To provide good quality meals and snacks that meet the needs of patients, staff and visitors. To provide extra services to help customers including meeting menus, take home meals and ordering initiatives.
How we will measure this ...	<ol style="list-style-type: none"> To maintain a media register to gauge quantity and quality of promotional activity. To hold an annual fundraising think tank to identify new ways to enhance fundraising activities. To create links with local and state-wide charities which we could collaborate with to enhance project outcomes. 	<ol style="list-style-type: none"> Annually review occupancy and patient feedback. Annually review profit and loss against outcomes. Undertake annual audit requirements of safety systems including fire alarms, infection control protocols and operating procedures. 	<ol style="list-style-type: none"> To review patient services annually to assess patient need, benefit, viability and accessibility. Lodge quarterly updates of the Wish List for review by the DoN and NUMs. Hold an annual Board assessment to identify one new patient service or extension. 	<ol style="list-style-type: none"> By achieving annual increases in funding totals for Winnie May Scholarships. To provide 100% reporting annually from scholarship recipients. To annually review training opportunities and initiatives. 	<ol style="list-style-type: none"> To meet all quality measures set by Queensland Health and relevant regulatory bodies. We will strive to achieve 90% customer satisfaction in quarterly reporting. To invest in staff training and innovation.
How we will work	<u>HARD WORK</u> We will work tirelessly to provide better outcomes and more benefits for our hospital patients, staff and the community.	<u>COLLABORATION</u> We work, not in competition, but in collaboration with others to maximise benefits to patients.	<u>EFFICIENCY</u> We aim to work as effectively and efficiently to provide best value for dollar and to manage funds and resources effectively.	<u>INNOVATIVE</u> We will be innovative and creative in our approach to all aspects of our work.	<u>TRUST</u> We will work ethically, accountably and transparently to inspire trust in our Foundation.
Contribution to Government Objectives	The Foundation supports the Queensland Government's objective to revitalise front line health services for families and the broader community by being the best we can be in raising funds and providing services that benefit patients at Bundaberg Hospital.				