



**Bundaberg Health Services Foundation
Strategic Plan 2015-2019**

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 effectively raise fundraising income despite greater competition for disposal incomes.
- to achieve mandatory requirements being a small foundation with limited resources.

The Foundation established a major operating income in 2013 with the establishment of Thirst Aid Cafe in the Bundaberg Hospital foyer to not only meet ever increasing administrative demands but also support our work with patient services and to offset the costs related to resourcing our project, fundraising and statutory requirements. This Cafe also meets the Queensland Health - Healthy Choices Program.

We are also continuing to build 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.

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.

The Foundation also not only supports the Wide Bay Hospital and Health Service Strategic Plan, but also the Queensland Government's objectives for the community.

More importantly focused on the Government's commitment to Delivering Quality Frontline Services by strengthening our public health system through the purchase of non-government funded equipment, supporting nurse education and providing a safe and low-cost accommodation option (Rotary Lodge) for patients, travelling primarily from the North Burnett region to Bundaberg Hospital for treatment, their carers and other family members supporting patients and loved ones at Bundaberg Hospital.

Our Vision	To support Bundaberg Hospital patients, carers, staff and the community both from Bundaberg and the surrounding North Burnett, Fraser Coast and Gladstone areas who require treatment.				
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. Build and maintain donor and stakeholder relationships and with WBHHS board.	To provide safe, comfortable, convenient and affordable accommodation to patients and carers.	To provide quality patient services and additional equipment not funded by government. Ensure volunteers provide an effective and efficient service to patients and staff.	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"> 1. To promote the Foundation broadly in a bid to link with local businesses, individuals and community groups who want to support the hospital. 2. To create innovative ways to raise funds, not solely relying on the traditional fundraising activities. 3. To work in collaboration with other non-profit entities to improve patient services. 	<ol style="list-style-type: none"> 1. Continuing to partnership with the Wide Bay Hospital and Health Service to provide safe and comfortable, low-cost accommodation for patients and carers on-site at Bundaberg Hospital in Rotary Loge. 2. Continue to work with Rotary and Community Groups to promote this valuable service and enhance the accommodation service. 	<ol style="list-style-type: none"> 1. To liaise quarterly with senior health services staff to review and update wish list items. 2. To annually review equipment purchases to assess effectiveness and patient benefit. 3. To assess future patient service needs and our ability to cater for these. 4. Introduce new volunteer programs to cater for the new Cancer Care Unit with Golf Buggy to assist in patient transport between the Hospital and Unit. Tea/coffee chat with cancer patients. 5. Maintain current trolley service to wards. 6. Quarterly volunteer gatherings. 7. Liaise with Rotary/Service Clubs to support new Cancer Care Unit and establishment of new barbecue/outdoor seating in gardens. 	<ol style="list-style-type: none"> 1. To liaise with staff to identify training opportunities and needs. 2. To manage the Winnie May Scholarship 3. To grow the Winnie May Scholarship to provide additional funds for training. 4. Work on increasing bequest donations. 	<ol style="list-style-type: none"> 1. To promote Thirst Aid Cafe as a healthy, affordable provider of food and beverages services. 2. To provide good quality meals and snacks that meets the needs of patients, staff and visitors. 3. To provide extra services to help customers including meeting menus, take home meals and ordering initiatives. 4. Trial extended hours beyond 5pm to cater for evening hospital staff and visitors. 5. Investigate options for Coffee Trolley service at new Cancer Care Unit.
How we will measure this ...	<ol style="list-style-type: none"> 1. To maintain a media register to gauge quantity and quality of promotional activity. 2. Hold an annual fundraising think tank and planning day to identify new ways to enhance fundraising. 3. To create links with local and state-wide charities which we could collaborate with to enhance project outcomes. 4. Regular website review and posting. 5. Ensure daily posts on Facebook. 6. Create quarterly newsletter 7. Foundation report to every WBHHS board meeting. 	<ol style="list-style-type: none"> 1. Review occupancy and patient feedback on a monthly basis. 2. Review profit and loss against outcomes six times a year. 3. Undertake annual audit requirements of safety systems including fire alarms, infection control protocols and operating procedures. 	<ol style="list-style-type: none"> 1. To review patient services annually to assess patient need, benefit, viability and accessibility. 2. Lodge quarterly updates of the Wish List for review by the DON and NUMs. 3. Hold an annual Board assessment to identify one new patient service or extension. 	<ol style="list-style-type: none"> 1. By achieving annual increases in funding totals for Winnie May Scholarships. 2. To provide 100% reporting annually from scholarship recipients. 3. To annually review training opportunities and initiatives. 	<ol style="list-style-type: none"> 1. To meet all quality measures set by Queensland Health and relevant regulatory bodies. 2. We will strive to achieve 90% customer satisfaction in quarterly reporting. 3. 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.
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Contribution to Government Objectives

The Foundation supports the Queensland Government’s objective to delivering quality frontline services for our public health system at Bundaberg Hospital by providing additional medical equipment and supporting Hospital patient services. The Foundation also support safe, productive and a fair workplace for Foundation staff and has increased workforce with the establishment of Thirst Aid Cafe and internal administration staffing. Our work involves building our regional regions to ensure community members have the support required when accessing health services.