



Strategic Plan 2010 – 2015

Version 2 – reviewed and amended 3 September 2011

Original 25 January 2011

Haemochromatosis Society Australia Inc.

www.haemochromatosis.org.au PO Box 154 Coopers Plains QLD 4108

Our Vision

No Australian will experience the symptoms of Haemochromatosis.

Our Mission

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

Our Values

We believe that people with Haemochromatosis are entitled to

- the same quality of life and life expectancy as other Australians
- diagnosis before symptoms occur
- 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. We will provide opportunities to meet other individuals and families suffering from Haemochromatosis.

2. Professional awareness

We will raise awareness in medical and health professions in order to improve the rate of early diagnosis and treatment.

3. Research

We will support, encourage and maintain a high interest in research that will contribute towards our vision.

4. Community awareness

We will promote awareness in the community about Haemochromatosis

5. Society administration and governance

We will operate efficiently and with high ethical standards while growing membership and influence.

Strategies

Objective 1 - Support to people with Haemochromatosis

Provide support and up to date information to people with Haemochromatosis and their families to assist them to live with and manage their condition by -

a) Information Line

Operate and promote a 1300 information line providing information appropriate and timely advice and information.

b) Web site

Provide and maintain an informative and easily used website

c) Web Forum

Facilitate, monitor and respond to an informative web forum

d) Local Groups

Provide opportunities to meet other individuals and families suffering from Haemochromatosis through local groups.

Provide appropriate, high quality information through local groups

e) Newsletter

Publish a regular newsletter providing information about Haemochromatosis and about local activities as well as a sense of support and belonging.

f) Information resources

Publish and supply Haemochromatosis related products including an information book, brochures, venesection record books and other specific purpose publications

Place posters and pamphlets about the society and Haemochromatosis in medical and health services.

Distribute information sheets through pharmacies and other health agencies.

Objective 2 - Professional awareness

Raise awareness in medical and health professions in order to improve the rate of early diagnosis and treatment by -

a) Information to GPs

Arrange for information to be distributed through Medicare Locals.

Appoint a GP Liaison Officer from the medical profession who will be a voluntary officer of Haemochromatosis Australia and will advise on ways to promote awareness in the medical profession and liaise with medical professionals and their representative bodies.

b) National Guidelines

Work with the Royal College of General Practitioners and other relevant health and medical organisations to develop national guidelines for the diagnosis and treatment of Haemochromatosis

c) Health promotion organisations and strategic alliances

Work with the Australian Health Promotion Association and its local branches and with other health promotion groups that fit naturally with our goals such as Arthritis Australia, Australian Red Cross Blood service, Diabetes Australia, Cancer Councils and others to achieve our common goals.

d) Government Health Policy

Consult with statutory health agencies on ways to achieve our vision

Objective 3 - Research

Support, encourage and maintain a high interest in research that will contribute towards our vision by -

a) Funding research applications

Investigate ways that we can provide funding to research activities.

b) Support research projects

We will publicly support suitable Australian research projects and activities and provide whatever practical support is possible. This may include informing our members about research activities and opportunities to participate in projects.

c) Surveys

Conducting and/or facilitating surveys of members and others with haemochromatosis to enhance understanding, prevention and management.

Objective 4 - Community awareness

Promote awareness in the community about Haemochromatosis by –

a) Traditional Media

Prepare and promote articles in various media to publicise the importance and prevalence of Haemochromatosis

b) Social Media

Establish a sub group with a view to developing and maintaining a social media presence

c) Networking

Collaborating with service clubs and similar organisations to promote awareness of Haemochromatosis through their networks

d) Haemochromatosis Week

Establish and promote through our members, the media and allied organisations one period in each year, commencing in 2012, when Haemochromatosis receives additional focus

Objective 5 - Society administration and governance

Operate efficiently and with high ethical standards while growing membership and influence by -

1. Having a clear strategic plan that guides our activities. Review progress regularly.
2. Having a sound business model with effective business practices that use our financial and volunteer resources efficiently and provides.
3. Looking for improvement and opportunities for innovation.
4. Holding regular committee meetings where issues are openly discussed and decisions are recorded and followed up.
5. Having effective financial controls, records, audits and planning.
6. Seeking additional funding for specific purposes through grants and sponsorships.
7. Increasing our membership base.

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8. Encouraging ideas and feedback from members and use this information to guide our activities and plans.
9. Providing opportunities for members to be active in our activities.
10. Reporting back to members on a regular basis.

Program Priorities

2011/2012

In this year the Society will focus on

- Launching the inaugural Haemochromatosis Week in August 2012.
- Operating as a national organisation with members and activities throughout all of Australia.
- Building our membership base and engaging and consulting our members through the newsletter, website, social media and establishing a 'member panel' to review advise the committee and review new products or activities..
- Reviewing and updating our current support resources and literature and identifying gaps and opportunities for new products.
- Developing relationships and strategic alliances with relevant health promotion groups.
- Fostering local information sessions, support group meetings and networks to increase grass roots support within the Society and increase awareness of the condition in local communities and medical professionals
- Engaging the medical profession collectively and individually to work in partnership to diagnose, treat and support. Appoint a GP Liaison Officer to advise and assist the committee.
- Promoting our activities and goals in the general community by engaging mainstream media, social networking and media, non-profit networks and encouraging our members to spread the word and take an active role
- Seeking sponsorship, donations and special purpose grants to fund specific new projects and initiatives identified during the previous year.
- Investigating and designing strategies and projects for the next four years of our plan and evaluating the effectiveness of our activities to date.