

# Health Services Association of New South Wales

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## STRATEGIC PLAN: 2017 - 2020

### **Our Approach:**

- We work as an influential coalition of key health providers, using our combined strengths to ensure the optimal health and wellbeing of our communities
- We recognise our unique partnership role as a platform and conduit to the Ministry of Health representing the collective issues from member organisations
- In our collaborative, we aim to have a voice in the development of Health Policy and Health Plans

### **Our Commitment:**

- We strive to represent, and advocate, for the interests of member organisations
- We respect our differences and value diversity as member organisations, while seeking opportunities in common
- We aim to provide peer support through partnership, to identify common issues in order to have a collective voice

**MISSION**

To provide a valued collective voice for our members, as an integral component of the Health System

**VISION** An influential coalition that enhances the service of key providers to ensure the optimal health and wellbeing of our communities.

**OUR VALUE PROPOSITION:**  
*COLLABORATION AND PARTNERING FOR HIGH QUALITY HEALTH OUTCOMES*

**OUR MEMBERS:**  
Affiliated Health Organisations  
Not for Profit / Non-Government Organisations

FOCUS	OUR GOAL
REPUTATION	We will continue to grow our profile and be recognised as a valued partner in healthcare delivery
CAPABILITY	We will invest in our Association to build confidence and ensure sustainability that demonstrates value for our members
PARTNERING	We will be a respected and trusted partner for all stakeholders

**OUR VALUES** *Advocacy*  *Collaboration*  *Networking*  *Partnership* 

<b>Goal 1: Focus on continuing to grow our profile to be recognised as a valued partner in healthcare delivery</b>	<b>Goal 2: Invest in our Association to build confidence and ensure sustainability that demonstrates value for our members</b>	<b>Goal 3: Be a respected and trusted partner for all our stakeholders</b>
<b>Measures of success</b> Active and vibrant website Clear and concise Strategy on a Page Partnership Symposium delivered in 2019	<b>Measures of success</b> Sustained and enhanced membership Additional revenue streams identified	<b>Measure of success</b> Regular interaction with the Minister, Ministry of Health and NSW Health Pillars is established
<b>Strategy 1: Re-develop HSA website</b> 1.1.1 Engage a web designer to review current website and provide a re-design proposal 1.1.2 Members working together to ensure that the website is consistent with the Vision and Mission of the HSA 1.1.3 Regularly monitor content to ensure relevance and currency	<b>Strategy 1: Develop a profile statement to collectively represent the HSA</b> 2.1.1 Work collaboratively to provide data on the website that demonstrates the depth and breadth of services of member organisations 2.1.2 Highlight research findings from member organisations to celebrate contribution to enhanced health outcomes	<b>Strategy 1: Establish regular interaction with the Minister, Ministry of Health and NSW Health Pillars</b> 3.1.1 Engage with Senior Executive staff in the Ministry and Pillars to enhance opportunities for collaborative decision-making 3.1.2 Invite senior representatives to HSA Board Meetings to create bi-lateral understanding of common interest to support potential partnerships
<b>Strategy 2: Develop a marketing plan</b> 1.2.1 Enhance communication and marketing strategies to actively promote the work of the HSA 1.2.2 Utilise the Strategy on a Page to support discussions with current and future partners	<b>Strategy 2: Undertake a review of the HSA Constitution</b> 2.2.1 Review and realign the Constitution to ensure it supports and reflects appropriate governance of the HSA 2.2.2 Agree on, and implement, a Membership Charter to support effective and efficient HSA operations	<b>Strategy 2: Develop a communication strategy</b> 3.2.1 Develop and implement an initiative to maximise circulation of HSA activity to external partners 3.2.2 Ensure meeting Agendas include a standing item on current activity of member organisations to enhance awareness in all members
<b>Strategy 3: Organise events to showcase the work of the HSA</b> 1.3.1 Establish a regular Partnership Symposium as a platform to highlight collaborative activity 1.3.2 Identify opportunities to enhance value to member organisations	<b>Strategy 3: Determine funding opportunities</b> 1.3.1 Continue to focus on identifying funding opportunities to ensure sustainability 1.3.2 Identify potential scholarship opportunities to demonstrate commitment to professional development 1.3.3 Optimise sponsorship opportunities to demonstrate confidence in the HSA	<b>Strategy 3: Establish network connections with key stakeholders</b> 2.3.1 Identify other State-wide Services in NSW Health, such eHealth and HealthShare, to maximise partnership opportunities 2.3.2 Ensure a coordinated approach to supporting and interacting with key partners to maximise potential collaboration