

# Our Strategy

Health Services Association NSW | 2021-2023



# Welcome

A lot is happening in our members lives and the communities we each serve. It has given each of us a chance to pause and reflect on what is really important.

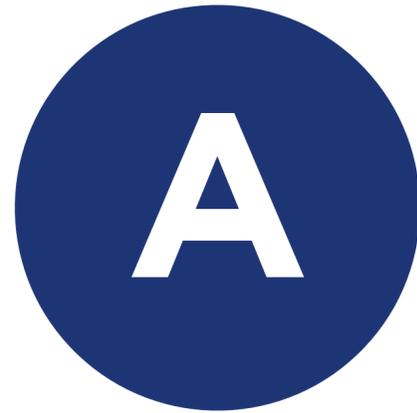
Health Services Association NSW has been on a similar journey of reflection asking ‘why do we deserve to exist’ and ‘what role can we play to best help our members’. These tough chats have allowed us to unpack what makes us special.

The following strategy guides our shared plan to create value for our members with each of us having a role to play.

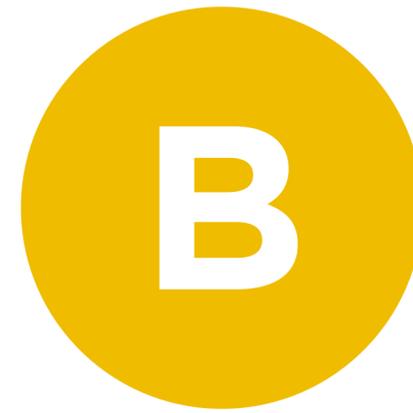
Thanks,

Health Services Association Board

We have a burning ambition to **change**:



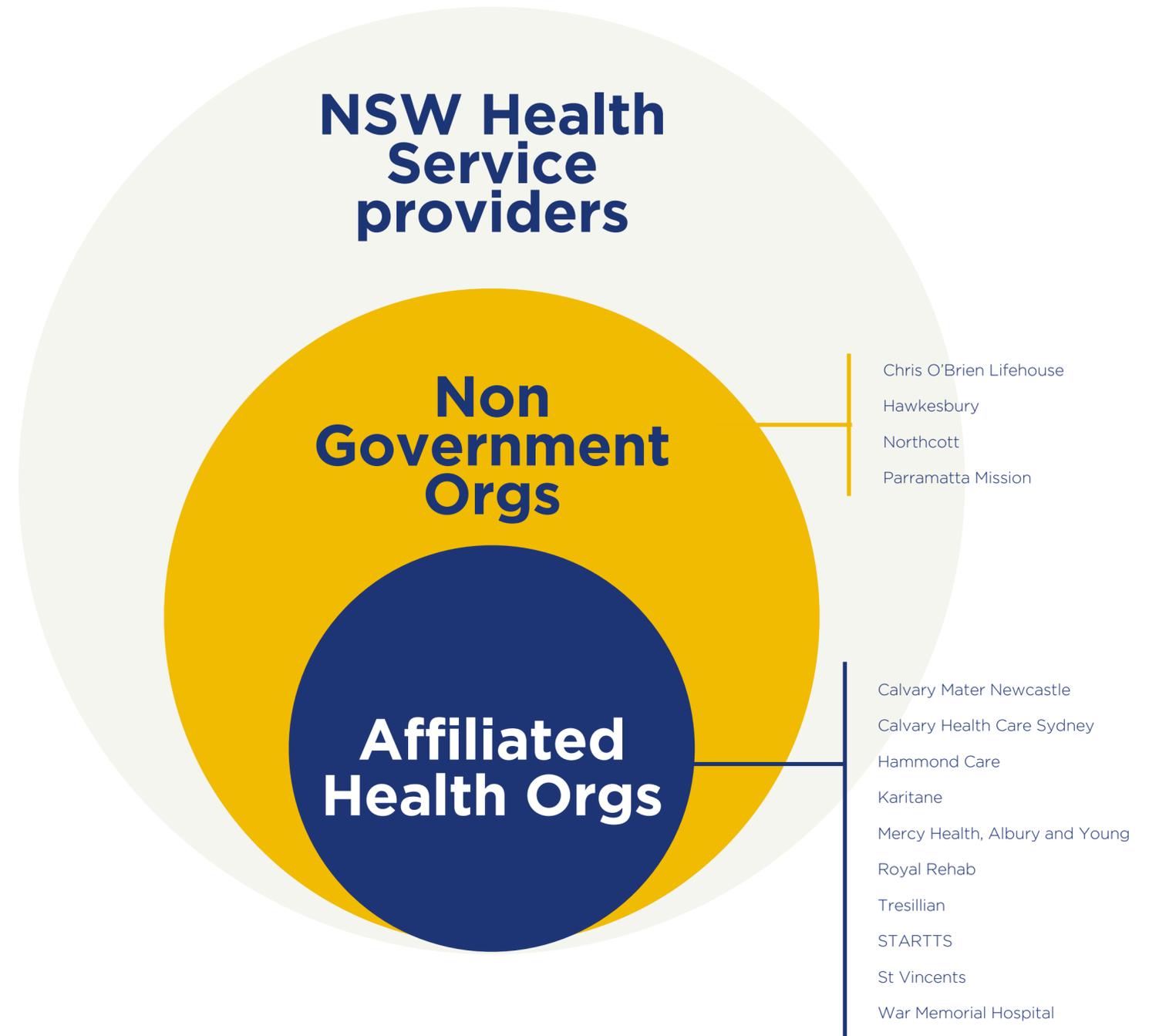
We **slip through** the cracks



We are **unforgettable**

Who we are

**We represent non government health service providers who receive funding from NSW Health.**



## Our Value Proposition

**We help non government health service providers, who want to be heard, be financially sustainable and be progressive by connecting them with like minded sharing individuals.**

# Our plan

## Purpose

To empower our members' and their communities to thrive

## Vision

We will be the most connected and influential non-government health service providers who receive funding from NSW Health.

**Spark conversations  
worthy of being heard**

**Be an irresistible  
association others want  
to connect with**

**Creatively guide  
change others  
dream of**

Advocacy



Collaboration



Network



Partnerships



# 01.

## Spark conversations worthy of being heard

### Target Outcome

### How we will get there

## Enviably Content

Thought provoking points of view on hot topics.

### Plan our 'advocacy priorities'

Produce a rolling 6 month calendar of content where members can proactively recommend, vote and lead topics. (Both formal and informal)

### Articulate our value

Capture our combined impact on the community to illustrate the value of our collective contribution.

## Out There

Creative forums our members look forward to and actively participate in.

### Amplify our Profile

Refresh our digital footprint and brand to be contemporary including our website and LinkedIn profile. Explore how we each talk about HSA vs/with our own organisations.

### Explore creative forums (dip in and out of)

Experiment with creating memorable and effective forums for our members to actively connect, learn and share. (e.g Ideation sessions, pay it forward problems, zoom fireside chats)

### How measure success

Content is requested/shared



# 02.

Be an irresistible association others want to connect with

## Target Outcome

### Impressive People

Access to highly sought after people who openly share.

## How we will get there

#### Secure sought after people

Leverage our members network of thought leaders and creative partners to get first access to innovative thinking and fresh capabilities. (Think beyond health)

#### Build trust to openly share

Develop and test the guide rails for sharing information, creating a safe common ground for us to all explore. Includes agreeing on the territories we won't play in.

### With a Platform

A learning environment where personal growth and profile building is encouraged.

#### Reimagine our onboarding

Co-design the onboarding process to tease out members learning goals, causes, strengths and profile ambitions. Make it a warm welcome.

#### Opportunities to play & learn

Create opportunities for individuals to safely explore their personal and professional growth and get feedback from their peers.

#### How measure success

Membership Retention



# 03.

## Creatively guide change others dream of

### Target Outcome

### How we will get there

## Valued Alliances

Robust partnerships delivering mutual wins.

### Nurture robust partnerships

Continue to nurture further collaboration opportunities with influential parties including Ministers, Ministry of Health and NSW Health pillars. This includes alliances across HSA members and peak bodies.

### Invite mutual value exchange

Members proactively introduce stand out partners who can help solve association challenges and where it's of mutual benefit.

## Making Impact

Focused on exploring and championing meaningful solutions.

### Leverage our intellectual insights and experience

Draw upon our combined expertise, experience, and relationships to solve key challenges and harness opportunities facing our members. (e.g. Prototype service agreements)

### Open-source problems and opportunities

Invite universities, corporate design teams, partners to help solve the wicked problems we are all facing.

### How measure success

Funding for HSA & Members

# Our plan

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## Vision

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### Enviably Content

1. Plan our advocacy priorities
2. Articulate our value

### Out there

3. Amplify our profile
4. Explore creative forums

**Be an irresistible  
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### Impressive people

5. Secure sought after people
6. Build trust to openly share

### With a platform

7. Reimagine our onboarding
8. Opportunities to play & learn

**Creatively guide  
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### Valued alliances

9. Nurtured partnerships
10. Invite mutual value exchange

### Making impact

11. Leverage our intellectual insights and experience
12. Open source problems

Advocacy



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[www.hsansw.org.au](http://www.hsansw.org.au)