

Mackay Hospital Foundation Strategic Plan 2013-2016

Mackay Base Hospital | Whitsunday Health Service | Sarina Hospital | Moranbah Hospital | Dysart Hospital | Bowen Hospital
Clermont Multi-purpose Health Centre | Collinsville Multi-purpose Health Centre

OUR VISION

Contribute to quality public healthcare for people in the Mackay Isaac Whitsunday region, in partnership with our community

OUR PURPOSE

We partner with our community to provide additional equipment, support services, education, training and research for public hospitals and health services in the Mackay Hospital and Health Service

OUR VALUES

- Respect
- Transparency
- Accountability and efficiency
- Integrity
- Excellence
- Partnership

STRATEGIC RISKS

The following risks may impact on the MHF's ability to achieve its outcomes and objectives:

- Inability to anticipate, recognise and/or adapt to changes in the regional economic environment
- Geographic diversity of the region
- Changes in organizational governance and structure and associated organisations



OBJECTIVES

Income: Increase fundraising and commercial income streams to support our local public hospitals

Marketing: Position the Mackay Hospital Foundation as the local charity of choice

Partnerships and Engagement: Maintain and build strong and productive relationships with internal and external stakeholders

Region--wide Services: Expand activities throughout the Mackay Isaac and Whitsunday region

Financial Responsibility: Efficiently and responsibly manage our administration and finances

STRATEGIES

- Develop a framework to increase sustainable fundraising income streams
- Identify and implement new opportunities to generate fundraising income
- Maximise profits from existing commercial activities
- Identify and implement new commercial opportunities

- Develop and promote the MHF brand
- Plan and deliver stakeholder targeted communications
- Promote the MHF's competitive advantages
- Effectively use traditional media and social media to engage with stakeholders

- Engage with the Mackay Hospital and Health Service Board and staff to identify priorities for investment of donated funds
- Maintain effective and proactive relationships with donors and funding partners
- Develop new, productive relationships with fundraising stakeholders
- Facilitate productive engagement with stakeholders

- Increase communications with public health services across the region
- Increase communications with donors and funding partners across the region
- Identify priorities for investment in health care in public health services across the region

- Manage budget effectively
- Maintain and develop responsive and reliable information management systems
- Effectively and efficiently manage the administration of the MHF
- Develop a positive and productive culture and support a capable and engaged workforce

Good Governance: Maintain high levels of corporate governance

The Mackay Hospital Foundation contributes to achievement of the Queensland Government's *Getting Queensland Back on Track*, in particular to invest in better infrastructure and better planning.

OUTCOMES

- Donated funds are invested in priorities in our regional public hospitals and health services to support quality health care for our community
- Sustainable commercial income to underpin MHF operations

- Mackay Isaac Whitsunday region residents recognise the MHF brand

- Donated funds are invested in equipment, support services, education, training and research for identified priority areas

- Donated funds are received and invested in public hospitals and health services across the Mackay Isaac Whitsunday region

- The MHF is an efficient and effective organisation

KEY INDICATORS

- Fundraising framework
- Value of annual fundraising income
- Value of annual income from commercial operations
- New commercial opportunities

- Marketing and communication plan
- Regular communication with stakeholders
- Use of range of engagement tools

- Regular communication with the MHHS Board and staff
- Development of Stakeholder engagement plan

- Communications with staff
- Communications with donors and funding partners
- Development of wish lists

- Budget management measures
- Reporting and compliance activities complete