



Clifford Craig
FOUNDATION

BETTER HOSPITALS. CHANGING LIVES.

STRATEGIC PLAN 2023-26



Clifford Craig Foundation Strategic Plan 2023-26

Our Vision

The Clifford Craig Foundation is the key charity supporting residents of North and North West Tasmania to access the best hospital and health care

Our Mission

Our purpose is to continually improve hospital and health services for the communities of North and North West Tasmania by funding, facilitating and advocating for:

- translational health research
- health staff education and training
- the purchase of medical equipment & patient facilities
- health promotion

Our Intended Outcomes

The work of the Clifford Craig Foundation aims to improve the health and wellbeing of people accessing hospital and health services in North and North West Tasmania by contributing to the following outcomes:

- Increased use of contemporary clinical practice
- Improved recruitment and retention of clinical staff
 - Increased access to education and training for hospital and health service staff
- Improved access to quality equipment

Our Strategic Goals

- 1 Build a sustainable future for the Clifford Craig Foundation
- 2 Continually improve our Governance
- 3 Consolidate our relationship with hospital, health services and other health organisations
- 4 Fund research and other activities directed to improving the health and wellbeing of our communities
- 5 Consolidate and expand our programs in the North West

Goal 1

We will build a sustainable future for the Clifford Craig Foundation

Our Priorities

Maintain a high profile within the North and North West Tasmanian community as the charity of choice

Ensure that our marketing and fundraising strategies are effective and routinely evaluated

Promote the positive outcomes of our funding programs to donors, supporters and the community

Maximise the return on our investments

Our Measures of Success

More people recognise the Clifford Craig Foundation brand across North and North West Tasmania

There is an increase in donations and the number of donors year on year

There is an increase in the number of media and social media reports of our funding which improves the health and wellbeing of our community

Our financial performance compares favourably when benchmarked against similar sized charities



Goal 2

We will continually improve our Governance

Our Priorities

To ensure that our Board is operating effectively, efficiently and ethically in accordance with the Law

Ensure that our Board is engaged and has the diversity of skills and experience with consideration to best practice.

Maintain the currency of our strategy and strategic plan through a process of continual review

Identify and effectively manage our strategic and operational risks

Our Measures of Success

The Board receives positive internal and external reviews in all key performance areas

A diverse, well connected board is in place, comprising Directors who actively support our Mission

An effective three year strategic plan provides a clear future direction and is reviewed annually

The Board routinely discusses its strategy, and identifies strategic and operational risks



Goal 3

We will consolidate our relationships with hospitals, health services and other health organisations

Our Priorities

Work with hospitals, health services and other organisations to maximise the potential of the newly created health research and education precinct

Support the Director of Research to encourage hospital and health service staff to apply for funding for research, education and training, and equipment purchases.

Provide research funding to improve hospitals and health services' ability to recruit and retain clinical staff

Consider hospital and health service strategies, policies and plans when determining our funding priorities

Develop relationships/affiliations with other health organisations

Our Measures of Success

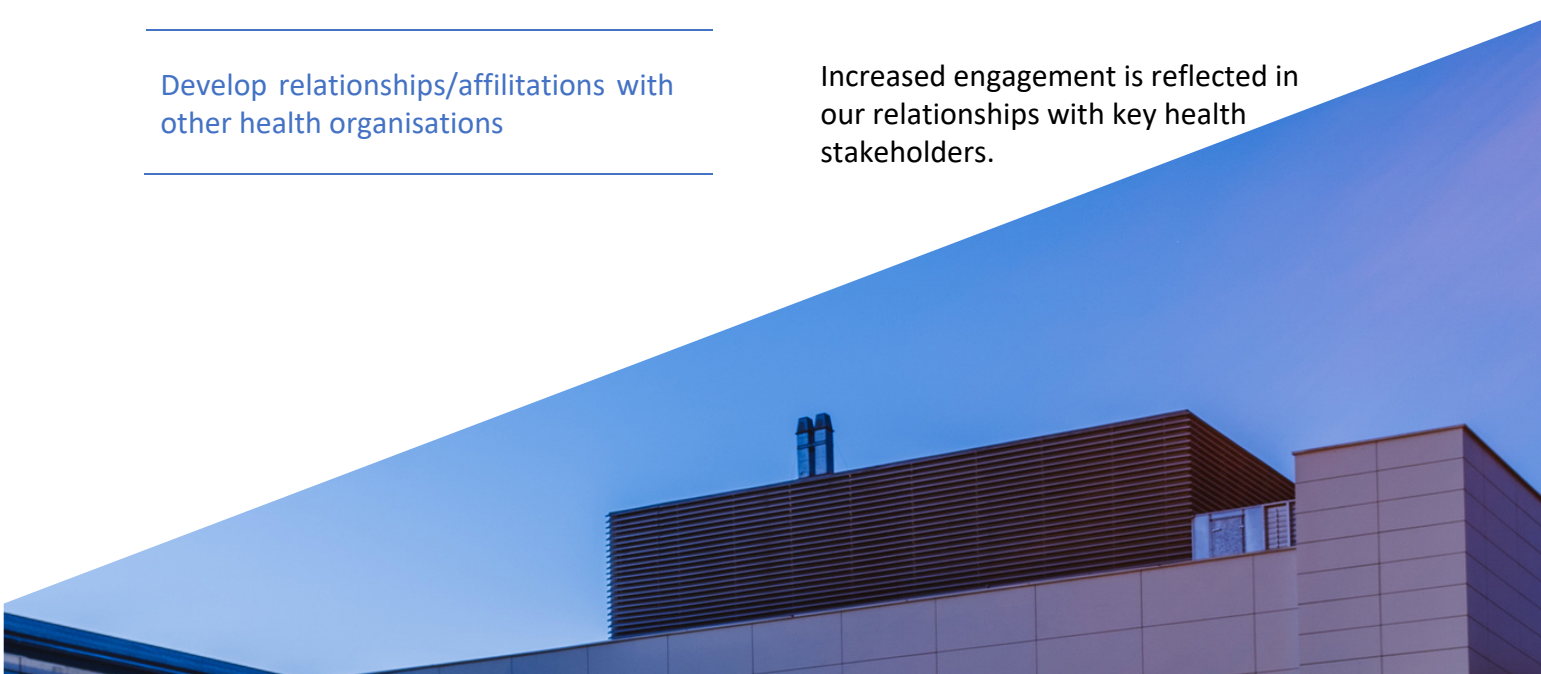
There is an increase in the number of research projects undertaken by new and existing researchers

There is a year on year increase in funding applications for research, education and training, and equipment purchases

There is an increase in the number of research opportunities offered to and taken up by newly appointed clinical staff

Our funding of research, education programs and equipment purchases have considered health and hospitals' strategies, policies and plans

Increased engagement is reflected in our relationships with key health stakeholders.



Goal 4

We will fund research and activities directed to improving the health and wellbeing of our community

Our Priorities:

Align our funding priorities with the communities' health and wellbeing needs

Promote translational, patient centred research which focuses on illness prevention, health promotion and improves community access to outpatient and inpatient care.

Increase research and education funding in line with increased fundraising income

Fund innovative equipment that transforms health care beyond current provision

Our Measures of Success

Funding for research projects, education and equipment purchases, considering health and hospitals strategies, policies and plans

There is an increased number of translational and patient centred research projects

There is a proportional increase in research and education funding

Improved quality of care resulting from the provision of equipment by the Clifford Craig Foundation



Goal 5

We will consolidate and expand our programs in the North West

Our Priorities

Increase the profile of the Clifford Craig Foundation in North West Tasmania, with a focus on the Mersey Community and North West Regional Hospitals

Identify key issues and resources required to increase research and health education programs into the North West

Support the establishment of a sustainable research and health education funding model for the Mersey Community and North West Regional Hospitals

Develop positive relationships with the Mersey Community, North West Regional Hospitals and healthcare professionals to establish a patient donor program linked to the Foundation

Our Measures of Success

The Clifford Craig Foundation is widely recognised for its capacity to provide funding for health research, education and training and medical equipment in North West Tasmania.

Increased research collaboration between the Clifford Craig Foundation and North West health services.

A sustainable research & education funding model is in place in the North West

A robust donor program is in place in the North West

