

	Vision : Freedom from Arthritis			Mission: Care and Cure		
Strategic Objectives	BE KNOWN	BE CONSUMER FOCUSED	GROW OUR IMPACT	PREVENT WHERE POSSIBLE	COMMIT TO CARE	INCREASE KNOWLEDGE
<b>Strategy</b>	<p>Increase awareness of arthritis and its impact.</p> <p>Actively promote Arthritis Queensland, our brand, our mission, services and impact.</p> <p>Establish Arthritis Queensland as a trusted voice with government, decisions makers and the community.</p>	<p>Understand the experience, needs and aspirations of people at risk of developing, and living with arthritis.</p> <p>Co-design consumer services to meet identified needs.</p> <p>Understand the impact of our services on consumers.</p> <p>Embed the consumer voice in all we do.</p>	<p>Invest our resources to grow our impact.</p> <p>Optimise and diversify our income streams.</p> <p>Identify, leverage and align with stakeholders and partners to better achieve our goals.</p> <p>Attract develop and retain skilled staff and volunteers.</p> <p>Focus on continuous improvements, efficiency and effectiveness.</p> <p>Govern Arthritis Queensland well to ensure strategic impact is sustainable, risk is managed and compliance requirements are met.</p>	<p>Raise awareness of the modifiable risk factors of arthritis.</p> <p>Actively support early intervention and positive behavioural change in people at risk of developing arthritis.</p> <p>Advocate for system changes that reduce the risk of people developing arthritis.</p>	<p>Provide high quality, evidence-based information, resources and services to consumers throughout their arthritis journey.</p> <p>Support the development of health care professionals to deliver best practice care.</p> <p>Advocate for system changes that improve access to care and meet the needs of people living with arthritis.</p>	<p>Support and fund high quality, evidence-based research projects and collaborations that improve pre-identified health and wellbeing outcomes for people living with or at risk of developing arthritis.</p> <p>Co-design research projects and ensure consumer representation in collaborations.</p> <p>Ensure research project outcomes are impactful, measurable and well promoted.</p> <p>Actively seek collaborative opportunities to fund research projects.</p>
<b>Success Markers</b>	<p>Increased brand recognition.</p> <p>Increased engagement and consultation opportunities.</p> <p>Increased service use.</p> <p>Increased media coverage.</p> <p>Increased connection with targeted consumers.</p>	<p>High levels of consumer satisfaction.</p> <p>Strong Consumer Advisory Group engagement and retention.</p> <p>Engagement with a diverse range of consumers.</p> <p>Consumers engaged in Arthritis Queensland's decision making processes.</p>	<p>Impact measurement shows that we are making positive change.</p> <p>Income growth and diversification.</p> <p>Donor numbers, gifts and retention increasing.</p>	<p>Increased awareness of arthritis as a preventable disease.</p> <p>More consumers accessing behaviour change services and support.</p> <p>Positive advocacy outcomes.</p>	<p>Impact measurement shows positive changes reported by consumers engaging with our programs.</p> <p>Increased engagement of healthcare professionals in arthritis focused development activities.</p> <p>Positive advocacy outcomes.</p>	<p>Growth and diversity in projects funded and applications received.</p> <p>Increase in published project outcomes.</p> <p>Increased consumer engagement in research project co-design.</p> <p>Increased communication of project outcomes to consumers and health professionals.</p>
<b>Risks</b>	<p>Negative response to awareness and promotion activities.</p>	<p>Failure to effectively engage with consumers.</p>	<p>Fundraising and/or Investment strategy fails leading to inadequate resources available to undertake strategy (financial and human).</p> <p>Relationship failures damage partnerships.</p> <p>Legislative non-compliance, fraud or negligence results in legal action, financial loss or reputational damage.</p>	<p>Health system and/or decision makers are not focused on prevention.</p> <p>Failure to engage with at risk consumers.</p> <p>Ineffective advocacy.</p>	<p>Programs fail to achieve impact.</p> <p>Failure to engage health care professionals in development opportunities.</p> <p>Ineffective advocacy.</p>	<p>Failure to identify appropriate research projects to fund.</p> <p>Failure to secure additional research project funding.</p>