



Palliative Care WA (Inc)

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Strategic Plan 2007-09

Background

The purpose of this Strategic Plan is to identify the key strategic priorities for Palliative Care WA Inc over the next two years, to outline the strategies that will be implemented in response to these priorities and identify the key performance indicators that will measure progress of these activities.

The development of the plan was informed by a workshop held on 26 July 2006 held at St John of God Murdoch Community Hospice. This workshop brought together a diverse group of people from across the palliative care sector. These participants brought to the process a keen understanding of the internal and external factors that are likely to influence palliative care over the next two years, and beyond.

The final version was adopted on 18 January 2007. It was reviewed by the Executive Committee in April 2009 with no major changes.

Introduction

Palliative Care WA Inc is an independent, community-based, representative organisation for palliative care throughout Western Australia. As the coordinating body for palliative care in this state, it plays a major role in:

- providing palliative care information to the public, government and health professionals
- providing a united voice for palliative care providers
- promoting and supporting palliative care research
- facilitating the ongoing development of palliative care policies, standards and services, and
- advocating for those who need palliative care and those who care for them.

The organisation has input at a national level to palliative care issues and policies through its membership of the national peak body, Palliative Care Australia.

Mission

Our mission is to represent the interests and aspirations of the community in relation to palliative care.

Vision

Our vision is to support access to best practice palliative care for all Western Australians

Aims (as per the Constitution 20 May 1997)

The aims of the association as stated in the Constitution:

- a. To promote the principles and related issues of hospice palliative care for the terminally ill and their families among health care professionals, services agencies, government and the general public.
- b. To encourage and support the development of palliative care programmes in Western Australia.
- c. To provide a resource for information and communication amongst existing Hospice groups and others which are evolving.
- d. To assist in the development and maintenance of policies and standards of care as guidelines for programme planning and implementation.
- e. To be a voice in the community for the maintenance and promotion of values in health care that accord with the Hospice concept.
- f. To work for the establishment and maintenance of appropriate training programmes for health care professionals.
- g. To cooperate with kindred groups and voluntary organisations through encouragement of symposia, conferences and workshops to promote the objectives of the Association.
- h. To act as a co-ordinating body between organisations which promote the principles of the hospice palliative care concept.
- i. To establish and maintain committees that will work in particular areas of activity, including by not limited to, clinical services, educational programmes and the dissemination of information.

Goals

The plan identified four (4) goals to be achieved by December 2008. These are:

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| Goal 1 | To strengthen PCWA to meet current and future challenges. |
| Goal 2 | To develop strong/robust relationships with key strategic stakeholders. |
| Goal 3 | To support the provision of quality palliative care throughout Western Australia. |
| Goal 4 | To be a recognised and respected independent voice that raises and advocates on issues identified as important. |

It should be noted that although the strategies identified in this plan are associated with a particular goal, in reality, many will also support the achievement of other goals.

Strategies

Goal 1 To strengthen PCWA to meet current and future challenges.

To fulfil the Mission of PCWA it is recognised that its capacity needs to be enhanced. The focus of this activity over the next two years will be on determining and securing appropriate resources (both human and other), strengthening the membership and increasing the profile of the association.

Strategy 1.1 Identify and secure sustainable funding

Strategy 1.2 Strengthen PCWA's organisational structure

Strategy 1.3 Strengthen PCWA's membership

Strategy 1.4 Increase PCWA's profile in the community

Goal 2 To develop strong/robust relationships with key stakeholders

Being recognised as a respected/integral component of the sector is fundamental to the achievement of our Mission and Vision. In an environment of constant change, it is recognised that strong relationships and effective communications are critical to the success of PCWA.

Strategy 2.1 Develop strong relationships with key players to enable PCWA to achieve its Mission

Strategy 2.2 Ensure that communication is targeted, consistent and effective

Goal 3 To support the provision of quality palliative care throughout Western Australia.

This goal goes to the core of PCWA's Vision and is aimed at supporting the provision of the best possible care and encouraging broad involvement in the determination of what constitutes "best practice palliative care".

Strategy 3.1 Support Western Australian palliative care providers to adopt the *Standards for Providing Quality Palliative Care for All Australians*

Strategy 3.2 Raise the profile and understanding of palliative care

Strategy 3.3 Ensure fidelity to the statewide plan for palliative care as outlined in *Palliative Care in Western Australia Final Report December 2005*

Strategy 3.4 Provide support/organise various industry forums

Goal 4 To be a recognised and respected independent voice that raises and advocates on issues identified as important.

The role of an independent voice is a critical requirement in a robust sector and is a fundamental responsibility of PCWA as identified in our Mission.

Strategy 4.1 To advocate for professionally recognised palliative care credentials.

Strategy 4.2 To advocate on behalf of individuals or organisations as appropriate

Strategy 4.3 To advocate on specific issues such as specific disease groups