

Consumers Health Forum of Australia

Strategic Directions 2023 - 2026

Our purpose and role

We are Australia's sole peak body representing all health consumers. With our members, we activate and support consumer participation, and advocate for consumers' interests, on 3 key issues:

- Consumers understanding the factors that affect their health
- Care being easy to use because it is integrated and accessible
- Safety and quality of care that meets consumer expectations

Our strategic objectives

We work towards a consumer-focussed health system by focussing effort on three objectives.

OBJECTIVE 1: Consumers leading health

Intent	Initiatives	Key Results
In order to strengthen meaningful, authentic and valid consumer participation and leadership at all levels of the health system	1.1. Extend reach and relevance of consumer voice by engaging with diverse perspectives / interests: <ul style="list-style-type: none"> • Partner with diverse consumer bodies and stakeholders with aligned interests • Optimise collaborative effort by linking to existing consumer fora and platforms • Partner with consumer and other representatives on matters affiliated with CHF's key issues 	Engagement reach Authentic engagement Credibility amongst consumers Detection of consumer sentiment
We will build consumers' capabilities and shape norms relating to consumer engagement	1.2 Develop consumer leadership capability: <ul style="list-style-type: none"> • Build health workforce skills and expertise in working alongside consumers • Create greater representative and leadership capability amongst consumer representatives 1.3 Continue to build systems of engagement with consumers: <ul style="list-style-type: none"> • Develop and contribute to systematised methods of consumer engagement both existing and emerging e.g., PHNs • Develop digital engagement methods, especially utilising peer-to-peer models 	

OBJECTIVE 2: Advocating for impact

Intent	Initiatives	Key Results
In order to set, and contribute to, agendas and solutions for a consumer-centred health system	2.1 Strengthen the efficacy and impact of CHF's representation: <ul style="list-style-type: none"> - Strengthen definitions and roles of health consumers and normalise consumer representation - Identify and aggregate data sources to create compelling advocacy positions - Co-brand with leading and peak organisations to extend reach and resonance 2.2 Deliberate strategic partnerships and agenda creation <ul style="list-style-type: none"> - Deliberately create strong agendas for action against key issues, and map long-term strategic relationships to achieve these - Identify and leverage political and public sector interests in key issues - Partner across the full range of sectors relevant to consumers' interests within our key issues 	Access to influential decision-making fora New concepts into circulation Citation Consequential action arising from advocacy High impact, high leverage initiatives Number of partners x influencing capacity
We will draw from consumer insights to make credible, authoritative and influential contributions to national policy and system design		

OBJECTIVE 3: An adaptable and visible organisation

Intent	Initiatives	Key Results
In order to maintain and grow strong member support and capacity to enact desired change	3.1 Develop offerings that capitalise on CHF's best practice consumer leadership: <ul style="list-style-type: none"> - Develop exemplars and convert to IP - Actively connect health system designers and owners with consumers 	Member retention + satisfaction Revenues x sources

<p>We will strengthen our organisational resilience, agility and capacity</p>	<p>3.2 Heighten organisational capacity and capability:</p> <ul style="list-style-type: none"> - Review and strengthen member value proposition - Build digital methods for engagement, data aggregation and communication - Further grow staff and consumer capacity to influence <p>3.3 Stabilise and grow financial resilience:</p> <ul style="list-style-type: none"> - Develop varied income-generating services and offerings - Expand financial and in-kind corporate partnerships 	<p>In-kind contributions</p> <p>Staff capability</p>
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