**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.

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| **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:  •  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   1.2  Develop consumer leadership capability:  •   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:  • 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 | Engagement reach  Authentic engagement Credibility amongst consumers  Detection of consumer sentiment |
| We will build consumers’ capabilities and shape norms relating to consumer engagement |

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| **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:  - 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  - 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 |

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| **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:   * Develop exemplars and convert to IP * Actively connect health system designers and owners with consumers   3.2 Heighten organisational capacity and capability:  - Review and strengthen member value proposition  - Build digital methods for engagement, data aggregation and communication  - Further grow staff and consumer capacity to influence  3.3 Stabilise and grow financial resilience:   * Develop varied income-generating services and offerings * Expand financial and in-kind corporate partnerships | Member retention + satisfaction  Revenues x sources  In-kind contributions  Staff capability |
| We will strengthen our organisational resilience, agility and capacity |