Arthritis AUSTRALIA

Strategic Plan on a Page
2020 - 2023

OUR VISION:
Freedom from arthritis

Consumer Support	National Partnerships	National Research	Consumer Advocacy	Sustainability
Linking people with arthritis to information, education & support where & when they need it.	Partnering with Affiliates & health organisations to support collective goals.	Driving national research agenda in partnership with research leaders and institutions.	Advocating to federal government & national corporations for health initiatives.	Sustaining organisational purpose & activity.

Key strategic initiatives

Consumer Support	National Partnerships	National Research	Consumer Advocacy	Sustainability
❖ Ensure availability & national consistency of information & resources. ❖ Co-ordinate rollout of National Strategic Action Plan (NSAP). ❖ RA Support Program rollout (MyRA) & expansion to other musculoskeletal conditions.	❖ Link national programs to Affiliates for local delivery (e.g. MyRA). ❖ Map consumer experiences & needs. ❖ Engage with consumer-focussed groups and peak organisations. ❖ Partner cross-country for government submissions.	❖ Lead & co-ordinate the national research agenda. ❖ Grow alliances with the university & medical sector. ❖ Strive to increase funding to entities such as MRFF & NHMRC. ❖ Promote outcomes.	❖ Lobby government for ongoing funding of NSAP. ❖ Develop Consumer Engagement Plan in collaboration with Affiliates. ❖ Hold national summit in Canberra. ❖ Develop national media & comms plan in collaboration with Affiliates.	❖ Expand mutually beneficial Corporate sponsorships. ❖ Expand Accessible Design (AD) project. ❖ Support Affiliates & partners by identifying & co-ordinating national fundraising initiatives.

As measured by these KPIs

Consumer Support	National Partnerships	National Research	Consumer Advocacy	Sustainability
❖ Evidence of NSAP initiatives in market. ❖ MyRA in market along with reports / updates. ❖ Evidence of hard / soft info & volume of take-up.	❖ # of collaborative projects that progress to fruition. ❖ Consumer journey mapped. ❖ # of engagements. ❖ Evidence of submission support.	❖ Annual research summary (incl. promotional reach). ❖ # of joint initiatives with tertiary & medical sector. ❖ Increased funding linked to submissions.	❖ Increased funding for NSAP. ❖ # Consumer engagement initiatives. ❖ Summit occurs annually. ❖ Market activity volumes.	❖ # & value of sponsorships. ❖ # of AD products. ❖ # of fundraising initiatives. ❖ Value of fundraising that support Affiliates.