Palliative Care
NEW SOUTH WALES

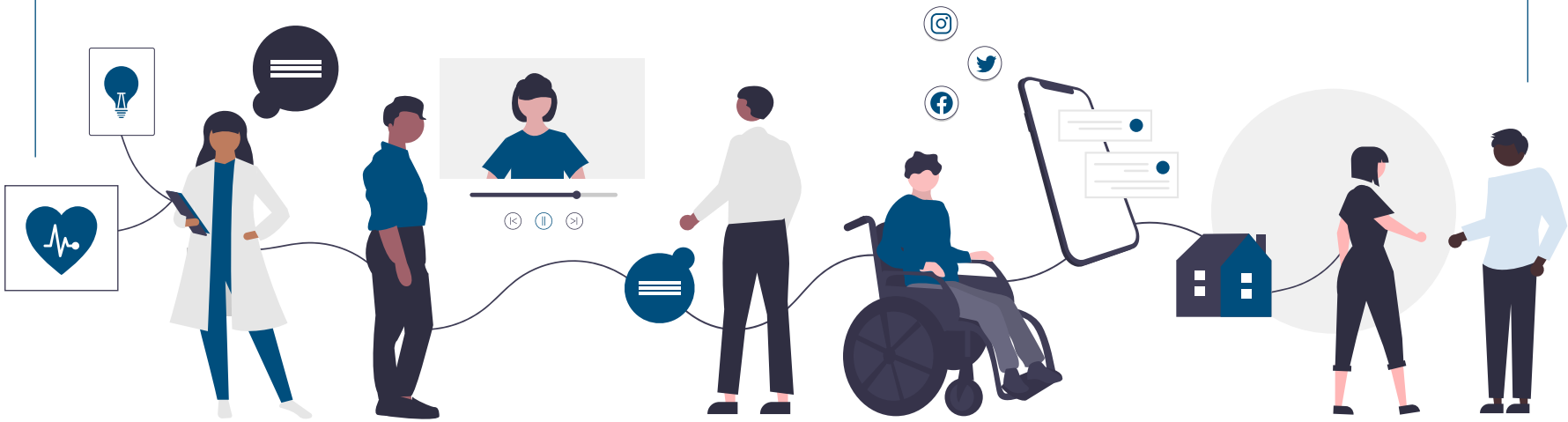
# Strategic Plan

2021–2024

# Palliative Care NSW

Palliative Care NSW represents its members as the peak body and leading voice for the palliative care community in NSW. We work for our members in promoting and supporting quality palliative care for everyone, everywhere.

Established in 1981, we are an incorporated association that is supported by local and NSW government, membership, funding stakeholders and other community groups and associations. As part of the Palliative Care Australia federation, we work with other states and territories to influence national policy and initiatives, representing our members to the highest levels of government to achieve our goals.



# What we do

## Our Purpose

As the NSW peak body and leading voice for our members, we support access to, and equity of, quality palliative care for everyone.

## Our Vision

All people approaching and reaching end of life, and their families, have access to quality palliative care.

## Our Mission

Empower health professionals and the broader community with the support and resources needed to achieve our collective vision.

## Our Values

### Respect

We value the person-centred approach to palliative care, upholding the right of each person to exert choice and control at end of life.

### Collaboration

We engage in respectful collaboration with a broad group of aligned stakeholders whose contribution enables us to achieve our goals

### Leadership, integrity and good governance

We are truthful, open and sincere in all that we say and do.

# Our Strategy 2021–2024

Our strategic plan outlines our areas of focus and direction for the next three years. We will also continue to provide the ongoing support and resources required to sustain the projects, programs and networks we have already successfully achieved.

Our areas of focus have been determined by extensive consultation with membership surveys, collaboration with stakeholders, our own experience as a team, committee consultation, community discussion and of course, the impact of isolation and interruption to everyday life that has occurred during COVID-19. We are confident that despite the additional hardships and barriers to interpersonal connection, we are sufficiently resourced and strongly committed to achieving our stated goals.

1. Our Aspiration
2. Our Focus
3. Our Members
4. Our Offer
5. Our Strengths

Palliative Care NSW Strategic Pillar 1

# Our Aspiration

Our aspiration is to enable all people of NSW, regardless of location, culture, socio-economic considerations, and age, to access choice and quality services in end of life and palliative care.

We can achieve this by continuing to connect NSW health professionals through events and supported networks. We will support them with the delivery of the very latest evidence-based information and research resources. We will champion the work of health professionals by representing them to all levels of government, supporting and recommending their needs and requests.

We can strengthen and improve our connection with health professionals by inviting them to champion our organisation in their own communities, particularly in regional, rural, and remote areas. Our reach and relevance can be extended by involving our professional membership in ways that invite reciprocal exchange of knowledge, experience and strategic planning.

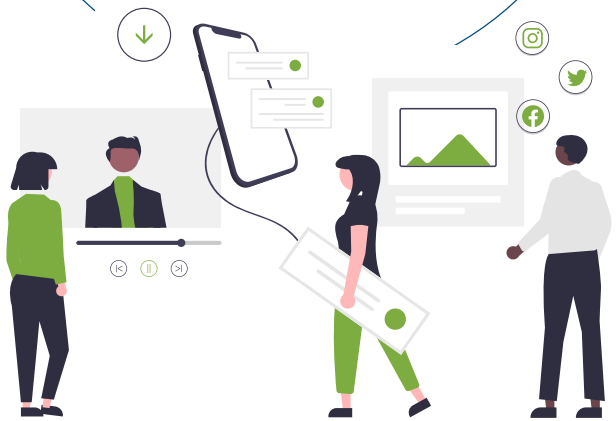
We can deliver:

- Through the latest digital technology resources on our websites, including latest news, information packs and tools, training videos and webinars
- Through organisation events such as educational symposia, conferences, place-based forums and online activities
- Through face-to-face and virtual access with public health professionals, to encourage our members to share, contribute to, and even lead networks in their own community
- Promoting awareness of health and death literacy
- Sharing our in-depth knowledge of the “art and science of palliative care” through extensive networks and relationships.

Palliative Care NSW Strategic Pillar 2

# Our Focus

Our primary focus is to influence funding and focus attention on better quality care and equitable access for all.



The results of creating stronger political awareness to direct more funding towards palliative care will be a greater choice of services and improved access for care recipients and all those who care for them, such as families, volunteers, and other community groups.

We will achieve this by supporting the recruitment and retention of suitably qualified palliative care health professionals. We will also continue to vigorously advocate to all levels of government for appropriate funding across the palliative care sector.

We can deliver:

- By capitalising on our success through the sharing of good news and great results on our website news, member emails, Pallium journal, social media and our extensive networks
- Strengthen our relationships with political stakeholders who share our commitment to improving palliative care
- Build on our media strategy to provide newsworthy, evidence-based and timely media articles to continue to raise awareness and promote our work
- Provide best-practice information and resources to support ongoing training and professional development for qualified professionals, regardless of their location.

Palliative Care NSW Strategic Pillar 3

# Our Members

We will develop a more proactive and contemporary membership model that will additionally focus on meeting the needs of those members outside of high-density population centres.

We will be aware of the diversity of membership and develop strategies and resources to accommodate specific needs.

We can achieve this by re-directing our communications from being organisation-centric to member-centric. We can modify our member packages and pricing level to encourage a broader diversity of membership and promote the additional benefits of membership.

We can deliver:

- By improving our websites to enable easier access to a comprehensive range of news, events and resource
- By continuing to create and make accessible meaningful and relevant resources and benefits that add value to our membership offer
- By exploring new opportunities of connection for our members through face-to-face, online, virtual and place-based avenues, providing access to anyone, regardless of location
- By supporting the sharing of networks, skills and experiences and encouraging our members to champion our shared cause in their own professional and public communities.

Palliative Care NSW Strategic Pillar 4

# Our Offer

What we have to offer is the practical application of our values and mission statement. As the leading voice in palliative care in NSW, we represent our members on all levels to achieve our objectives and goals.

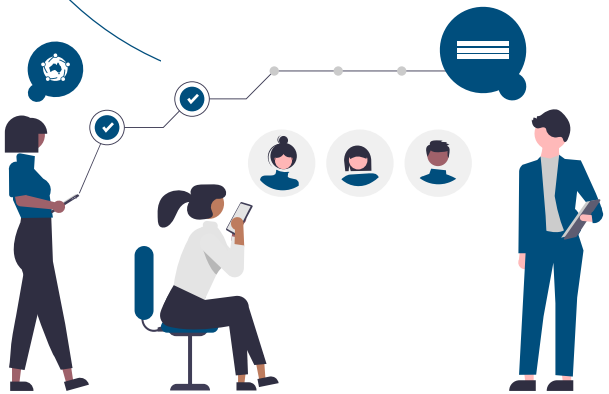
Priority focus:

- Provide information updates, networking opportunities and support to our members
- Collaborate with CALD communities, the disability sector and extended allied health sectors to prioritise, co-design and implement strategies that improve access to inclusive and responsive palliative care
- Continue to provide support and professional development for managers of volunteers
- Continue to be the leading voice in promoting the value and impact of volunteering
- Develop our websites and membership management systems to improve efficiency and connection, enhancing our member experience.

Palliative Care NSW Strategic Pillar 5

# Our Strengths

Our core administrative and executive team, as well as our management committee, consist of specialists and experts in their field who reflect our values.



We will continue to collaborate and build capacity as the leading voice for our membership.

We are actively involved in partnership programs with funding stakeholders, that are specifically aimed at improving the quality of palliative care services, as well as equitable access.

We will continue to seek partnerships in-line with our mission and purpose, that will help us achieve greater results for members and the broader palliative care community.

We invest in professional development opportunities for our team, as well as our members.

We implement systems and processes to develop a strong staff knowledge bank to remain relevant and meaningful in our connection with members and other stakeholders.

Palliative Care Volunteering

HammondCare Champion Life

PalliativeCare Australia

La Trobe University | Healthy End of Life Project

COORDINARE

Palliative Care
NEW SOUTH WALES

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