



**GOLD COAST
HOSPITAL
FOUNDATION**

STRATEGIC PLAN

2024-2028

OUR VISION

Our community has access to the best possible health care when they need it most.

OUR PURPOSE

To engage and inspire the local community to contribute vital funds that will assist in delivering life-saving services and enhanced patient experiences, helping to ease the heartache and stress when children, adults and families face critical health challenges.

OUR VALUES

- Community Always
- Care Beyond Self
- Better Outcomes, Everyday
- Honour our Promises
- Positive Impact that Counts
- Stronger Together

Gold Coast Hospital Foundation supports the Government's objective of:



Health services when you need them

Restoring health services when Queenslanders need them most through transparent and targeted investment with real-time data, boosting frontline health services, driving resources where they're needed most, improving our EDs, reopening regional maternity wards, fast-tracking access to elective surgeries, and helping patients to be seen faster.



Human rights

We respect, protect and promote human rights in everything we do.



	IMPACT	SUSTAINABILITY	AWARENESS	CULTURE
OBJECTIVES	To identify, fund and deliver significant advancements to Gold Coast public health services	Conduct all business activities in a diligent and efficient manner	To position the GCHF as a critical contributor to health services within the region	Ensure our people are supported to deliver high quality outcomes for our stakeholders
STRATEGIES	<div>Create a GCHF Impact plan to guide mission delivery focus and fundraising activity for the next five years</div> <div>Align fundraising activities with key impact areas</div> <div>Donor communication is timely, high quality and focused on impact</div>	<div>Develop long term profitable commercial projects</div> <div>Invest in fundraising activities that produce recurrent undesignated income</div> <div>Develop efficiencies within commercial and mission delivery activities</div> <div>Improve business systems which protect and support growth</div>	<div>Develop and roll out strong brand identity for GCHF</div> <div>Amplify brand message across owned and earned channels</div> <div>Leverage all activities to reinforce key brand messages</div>	<div>Support staff to develop skills inline with their roles and career goals</div> <div>Invest in team building activities</div> <div>Facilitate connections between the Board, staff and volunteers.</div>
MEASURES	<div>Growth in impact outcomes for targeted mission areas</div> <div>Growth in expenditure for targeted mission areas</div>	<div>Growth in undesignated income</div> <div>Increase in surplus from commercial activities</div> <div>Efficiencies in key business activities</div>	<div>Increased brand awareness in target markets.</div>	<div>High level of staff satisfaction</div>

STRATEGIC RISKS

- Cost of living increases erodes donor ability to provide support
- Increased charitable competition impacts our cut through and income
- Cost of attracting/retaining specialist staff restrains the quality of our work
- Negative health service media reduces donor likelihood to support
- Commercial income growth is hampered by economic conditions, stifling overall Foundation growth.

STRATEGIC OPPORTUNITIES

- Focused leveraging of Foundation impact stories to demonstrate our work
- GCHHS focus on translational research and growing relationship with local universities can attract donors outside of the Gold Coast region
- GCHHS growth (mental health, Coomera) creates new donor focus areas
- Partnership opportunities with development activities in the GCUH precinct
- Strategic development of Foundation donation programs