

# Arthritis & Osteoporosis Tasmania | Strategic Plan 2021 – 2024

OUR VISION: All Tasmanians with arthritis, osteoporosis and related musculoskeletal conditions have access to the best possible information, support and services available.

OUR MISSION: To make a positive difference to the lives of all Tasmanians affected by arthritis, osteoporosis and related musculoskeletal conditions.

## Our Strategic Priorities 2021-2024



## Our Key Strategic Initiatives

- ▶ Develop our online arthritis community education modules
  - ▶ Develop novel ways to increase community knowledge of arthritis
  - ▶ Review and improve health literacy of our educational resources
  - ▶ Develop information resources to fill identified gaps
  - ▶ Facilitate and link people with available support services
- ▶ Work collaboratively with a range of organisations to plan and/or deliver services for people with arthritis
  - ▶ Identify and develop contacts with diverse populations to reach hard to access population groups (eg CALD)
  - ▶ Maintain our relationships with A/Aust, Affiliates and key national stakeholders
  - ▶ Build relationships with key stakeholders and decision makers to increase our level of influence
- ▶ Be the voice of Tasmanians living with arthritis and related conditions.
  - ▶ Advocate for increased public access to hydrotherapy pools in all areas.
  - ▶ Lobby government for the development of a Tasmanian musculoskeletal model of care.
  - ▶ Push for improved public rheumatology services in the N/NW
  - ▶ Plan and develop multi-media campaign to lift our profile.
- ▶ Strategically market to grow online and group exercise programs
  - ▶ Improve access to our services and resources through the use of digital technology and smart forms
  - ▶ Increase the spread of our fee for service activities (TJM/WWE)
  - ▶ Strategically recruit new Board members to fill skill gaps
  - ▶ Volunteers, staff and donors are supported and valued

## Key Performance Indicators

- ▶ # and % of people with improved confidence and knowledge in managing arthritis
  - ▶ # and % of people reporting better understanding of arthritis
  - ▶ # and % of people satisfied with our services
- ▶ # of collaborations and networks
  - ▶ # of new networks or connections
  - ▶ # of people referred by health professionals
  - ▶ # of subscribers to MSK Connect eNews for health professionals
- ▶ Positive outcomes resulting from initiatives (eg. is anyone better off?)
  - ▶ Develop advocacy plan
  - ▶ Submit Budget priorities statement
  - ▶ Level and types of media coverage
- ▶ # and % of enrolments in fee for service activities
  - ▶ # of successful grant applications
  - ▶ Increased fundraising revenue
  - ▶ Compliance requirements are met