



BHA (National)

Strategic Plan

2015 - 2018

1. CONTENTS

1. CONTENTS.....	2
2. ABOUT BETTER HEARING AUSTRALIA (NATIONAL)	3
3. FOCUSING ON THE CHALLENGE.....	3
4. VISION	3
5. MISSION	3
6. OUR STRATEGIC PRIORITIES.....	4
1) AWARENESS RAISING:.....	4
2) FINANCIAL SUSTAINABILITY:.....	4
3) BUILD A COMMUNICATION PLAN:	4
4) RESEARCH:	4
7. HOW WE WILL GET THERE – OUTPUTS AND OUTCOMES	5

2. ABOUT BETTER HEARING AUSTRALIA (NATIONAL)

Better Hearing Australia (National) is Australia's largest independent consumer based non-profit organisation for hearing loss. We are a national voice for all Australian's affected by hearing loss, promoting best practice in hearing loss management through advocacy, support and education.

3. FOCUSING ON THE CHALLENGE

Over the life of this strategic plan (2015 – 2018) Better Hearing Australia (National) seeks to further strengthen its position as one of the longest running and only independent hearing advocacy and consumer advice organisations in Australia.

The evidence is clear, one in six Australians currently suffer from a hearing loss, which is set to increase to one in four by 2050. We already know that the costs of hearing loss, both for the individual and to society as a whole, is significant. Hearing loss cost the Australian economy \$12 billion in 2005. Those with only moderate hearing loss are 3 times more likely to visit their doctor than other Australians.

Better Hearing Australia (National) seeks to meet the challenge by creating awareness of the needs of those with hearing loss, advocating for their needs through timely and effective interventions that improve quality of life, assisting them to maintain their economic independence and social connectedness.

This strategic plan outlines Better Hearing Australia (National)'s plans for the next three years that focus on meeting the above goals.

4. VISION

Maximise the quality of life for Australians impacted by hearing loss.

5. MISSION

Better Hearing Australia (National) as the peak organisation for the hearing loss related needs of all Australians, enhances the lived experience of Australians with a hearing loss through advocacy for both hearing loss sufferers and the community as a whole. We promote awareness and influence best practice policy. We do this through research and education that facilitates improved service delivery and participation for all.

6. OUR STRATEGIC PRIORITIES

1) AWARENESS RAISING:

Over the next three years, Better Hearing Australia (National) will focus on raising the awareness of the organisation with the broader community, media and all levels of government. Better Hearing Australia (National) should be known as the key advocate for those with a hearing loss.

2) FINANCIAL SUSTAINABILITY:

Financial sustainability is crucially important for Better Hearing Australia (National). Simply, Better Hearing Australia (National) will cease to be able to operate without further ongoing funding sources beyond the life of this strategic plan.

3) BUILD A COMMUNICATION PLAN:

Better Hearing Australia (National) understands the importance of communicating with our key stakeholders and will work to develop a comprehensive communications plan that highlights our expertise and knowledge for each audience.

4) RESEARCH:

Better Hearing Australia (National) will take a lead role in fostering and supporting evidenced-based research that both reinforces the needs of people who suffer from hearing loss as well uncovering opportunities to improve their quality of life.

7. HOW WE WILL GET THERE – OUTPUTS AND OUTCOMES

ACTIVITY	RELATES TO STRATEGIC PRIORITY	OUTCOME
Marketing Plan	Awareness	Better Hearing Australia (BHA) (National) to develop a marketing plan in consultation with branches, including a full suite of marketing materials, that concisely explains to target audiences why BHA exists and what it can provide to people with hearing loss.
Media Plan	Awareness, Communication	BHA (National) seeks to be a commentator of choice, acting with professionalism and integrity as national media voice for those who are affected by hearing loss.
Engage Professional Communications Consultants to critically evaluate key communications messages	Communication	BHA (National) to develop, in-line with expert advice, a communications plan that focusses on opportunities to enhance the reputation of Better Hearing Australia (National) and its role as a key advocate for those with a hearing loss.
Analyse current revenue streams	Financial sustainability	BHA (National) will comprehensively evaluate current revenue streams and will investigate options for them to continue, as well as undertake an analysis of the effect of any loss of current funding and its potential effect on core programs including, teaching, conferences and education at both a local and national level.
Investigate potential revenue streams	Financial sustainability	BHA (National) will investigate potential new revenue streams from a variety of sources including government, strategic partnerships, philanthropic opportunities and other options as applicable to develop a matrix of possible funding options.

ACTIVITY	RELATES TO STRATEGIC PRIORITY	OUTCOME
Develop Financial Management Plan	Financial sustainability	BHA will create a financial management plan that fully articulates the current financial environment in which BHA (National) exists. This will outline expected revenue and expenditure plans over the life of the strategic plan.
Develop Financial Governance Plan	Financial sustainability	Appropriate financial governance plans and procedures will be put in place to ensure compliance with relevant financial and prudential rules and to clearly articulate financial delegations for BHA (National) Board members.
Develop improved governance structures	All	Appropriate and contemporary governance procedures and practices will be developed by BHA (National) Board to support the sustainability of the organisation. This will include the establishment of Board sub-committees as appropriate.
Improve access to qualitative and quantitative information about current thinking in hearing loss	Research	BHA (National), and its members, encourage and work with academic and other research stakeholders to focus on key areas of research. Focus on areas such as the overall economic cost of hearing loss will be considered a priority. BHA (National) to build a central repository for research into hearing loss for all BHA branches to use.