



Health Care Consumers' Association of the ACT Inc



Strategic Plan 2018 - 2021

HCCA Strategic Plan 2018 - 2021

Our Vision

Consumers in control of our own health

Our Mission

Better health outcomes through consumer empowerment

Our Values

We value:

- Our members' knowledge, experience and involvement
- Integrity
- Collaboration
- Equity
- Participation and support
- Mutual respect
- Inclusiveness



Roger Killeen and Darlene Cox

This document provides both a forward plan and a guide to the priorities the organisation will pursue over the next three years.

The Health Care Consumers' Association (HCCA) was incorporated in 1978 and is both a health promotion agency and the peak consumer advocacy organisation in the Canberra region.

We celebrate our 40th birthday in 2018. HCCA provides a voice for consumers on health issues and provides opportunities for health care consumers to participate in all levels of health service planning, policy development and decision making.

HCCA involves consumers through:

- consumer representation and consumer and community consultations
- training in health rights and navigating the health system;
- community forums and information sessions about health services; and
- research into consumer experience of human services.

The HCCA has an Executive Committee (EC) which consists of a President, Vice-President, Treasurer and six (6) other Members, all of whom are elected in accordance with the Constitution at an AGM of the Association. The EC is responsible for ensuring that the work of the Association meets the Aims and Objectives of the Constitution of the Health Care Consumers' Association of the ACT Incorporated.

Within the broader context of the social determinants of health, the Executive Committee will use this document as the foundation of its work. The Strategic Plan acts as a contract between the EC and the members and is a commitment to what we will work to achieve. It will also be used to build a strong partnership between the EC and the staff team within a strong and effective

governance framework.

In adopting this broad directions document, the organisation is committed to being both focused and flexible, recognising the importance of being responsive to the environment in which it is located, and at the same time being clear about the long term goals the organisation is seeking to achieve.



Trish Lord and Marion Dean



Bill Heins, Rick Lord and Russell McGowan



Sally Deacon, Khalia Lee, Darlene Cox, Kate Gorman, Yelin Hung, Kathryn Dwan, Claudia Cresswell, Molly Wilkinson and Kathryn Briant.

Key stakeholders

Consumer organisations

ACT Mental Health Consumer Network

Canberra Alliance for Harm Minimisation and Advocacy

Carers ACT

Council of the Ageing ACT

People with Disabilities ACT

Women with Disabilities ACT

Women's Centre for Health Matters



Sue Andrews and Adele Stevens

Other organisations

ACT Council of Social Services

ACT Government

ACT Health

AIDS Action Council ACT

Alcohol, Tobacco and Other Drug Association

Australian Catholic University

Australian National University

Calvary Health Care ACT

Capital Health Network

Coordinaire

Dementia Australia ACT

Hepatitis ACT

Mental Health Community Coalition ACT

National Health Coop

Palliative Care ACT

Public Health Association of Australia

Self Help Organisations United Together (SHOUT)

Sexual Health and Family Planning (SHFPACT) ACT

University of Canberra

Youth Coalition of the ACT

We work collaboratively with the following consumer organisations around Australia

Health Consumer Alliance of South Australia

Health Consumers NSW

Health Consumers Queensland

Health Consumers' Council - Western Australia

Health Issues Centre - Victoria

Consumers Health Forum of Australia

HCCA Strategic Plan 2018 - 2021

The HCCA Executive Committee has identified four goals we will work to achieve during 2018 - 2021.

The Executive Committee regularly reviews progress against these goals, drawing on input from members and key stakeholders, and reports against these goals in Annual Reports.

GOAL 1: Effective consumer participation in health policy development and service design, planning, delivery and evaluation of health services

1. Use a systematic approach to consumer participation in health policy development and service design, planning, delivery and evaluation of health services
2. Provide trained and effective consumer representatives
3. Influence health policy based on independent research and analysis, experiences and advice from HCCA members, networks and wider communities
4. Develop a strong capability to undertake rigorous and high quality consumer based research
5. Increase consumer participation in monitoring and improving the quality and safety of public and private health services in the ACT
6. Increase consumer participation in the training and development of the health workforce
7. Actively promote to health services the value of consumer participation to improve the way services meet consumer needs

GOAL 2: HCCA continues to be a strong and credible voice for consumers on health care

1. Build our membership and consumer networks to form broader perspectives on the consumer experience of health care
2. Be a strong representative body for HCCA members

3. Develop our consumer leaders
4. Influence decision makers about issues relating to the consumer experience of health care
5. Work to strengthen the cohesion and coordination of consumer organisations
6. Provide advice and support to health services to increase consumer participation in their service
7. Work with health services to build their understanding of consumer needs
8. Participate in public forums on issues affecting health care consumers

GOAL 3: High levels of health literacy in Canberra communities

1. Continue to identify health literacy needs in our communities based on the Social Determinants of Health
2. Provide workshops and training sessions for consumers and carers to build their health literacy
3. Work with health services to improve communication and information sharing to improve the consumer experience of care
4. Work with health services to improve signage and wayfinding and consumer friendly environments

GOAL 4: Our members, staff and stakeholders regard HCCA as a strong and responsive organisation

1. We have responsible and accountable governance
2. Identify and pursue funding and other resource strategies
3. HCCA is a desirable place to work and attract and retain suitably qualified, engaged and competent staff
4. HCCA routinely evaluates our programs