



WEST MORETON HEALTH FOUNDATION

West Moreton Health Foundation

Strategic Plan 2025 – 2029
(2025 version)



Our Vision

The local charity of choice, maximising impact for healthier communities



Our Purpose

Changing people's lives by supporting West Moreton Health

Objective 1: Drive Meaningful Impact



Strategies

- Increase impact investment in health initiatives in the West Moreton region.
- Enhance support for research innovation initiatives as an engagement tool for boosting WMH staff involvement and development.
- Enhance West Moreton Health employee well-being through supporting initiatives.
- Create diverse volunteering roles to ensure volunteer satisfaction and attract suitable candidates.

Key Performance Indicators

- Double the 2025 financial year expenditure on identified health impact projects, programs, and research by the end of 2029 financial year.

Objective 2: Accelerate Revenue Growth



Strategies

- Explore opportunities with current social enterprise operations to increase revenue streams and improve efficiencies.
- Explore new social enterprise opportunities to diversify income sources.
- Enhance marketing efforts to boost brand visibility and communicate the impact we make.

Key Performance Indicators

- Increase social enterprise revenue to cover overheads, allowing fundraising revenue to be used for important health priorities.

Objective 3: Boost Fundraising Opportunities



Strategies

- Grow existing fundraising efforts by enhancing donor engagement programs to strengthen donor loyalty.
- Explore new fundraising opportunities by identifying potential new donor segments and developing targeted strategies.
- Engage with major donors to secure substantial contributions and build long-term relationships.

Key Performance Indicators

- Double the 2025 financial year fundraising revenue by the end of 2029 financial year.

Objective 4: Enhance Organisational Capability



Strategies

- Align the Foundation's workforce and resources to support the delivery of its strategic priorities.
- Invest in our people through training and development programs to enhance skills and knowledge.
- Enhance internal processes to boost efficiency and effectiveness.

Key Performance Indicators

- Improved net promoter score from employee engagement surveys to measure employee well-being and satisfaction.
- 100% of employees' individual performance targets and links to development plans and delivery of outcomes established, monitored, and reviewed.

Strategic Risks:

- Adverse publicity, public perception, or uncontrollable events affecting the Foundation's reputation.
- Termination of significant stakeholder partnerships.
- Loss of car park operation and revenue.
- Cybersecurity system failures.
- Resignation of key personnel, volunteers, or board members, impacting organisational continuity.

Strategic Opportunities:

- Enhance strategic partnerships to leverage the brand and increase revenue.
- Collaborate with West Moreton Health to align the foundation's activities with the health service's strategic priorities.
- Expand social enterprise initiatives.
- Capitalise on regional population growth to generate increased support.

Contribution to Queensland Government Objectives

Our Strategic Plan aligns with the Government's Objective for the Community – Health services when you need them.

Human Rights Act 2019

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

Acknowledgement

The West Moreton Health Foundation acknowledges the traditional custodians of the West Moreton region.

We pay our respects to elders past, present and emerging.