



HEALTHCARE FINANCIAL
MANAGEMENT ASSOCIATION

connecting and building capability

Strategic Plan

2017 – 2021

Strategic Plan 2017-2021

Vision

Sustainable Healthcare for a Healthy Australia

Mission

To connect and build capability in Australian health finance professionals to become leaders in the Health Industry.

Strategic theme – *Enhancing Member Value*

The previous Strategic Plan focused on building a sustainable foundation for HFMA through investment in staffing resources, operational infrastructure and our partners. Now that this foundation has been built, the focus for the next four years needs to be on ‘enhancing member value’. By putting membership value at the centre of all that we do, this will:

- Promote membership growth
- Strengthen partnerships
- Ensure continued financial sustainability
- Ultimately promoting HFMA Members to become ‘advocates’ of HFMA

Strategic Priorities

1. Connect members and build networks
2. Build capability, capacity and professional pathways
3. Grow strategic relationships and partnerships



Connect members and build networks

Strategic Priority

Members feel connected, supported and engaged as part of a wider network of health finance professionals

Strategic Objectives

- Expand membership engagement and connection across all membership types.
- Develop area / role specific networks through expansion of the Special Interest Group (SIG).
- Grow individual membership numbers and health organisations represented nationally.
- Events are easily accessible to our members.
- Develop an enhanced regional and rural focus
- Strong links with other associations both nationally and internationally.

Strategic Measures by 2021

- State Branch/Chapters established in four states/territories
- Establish National Board and CFO Representative Group from six states/territories
- Finance professional's membership numbers exceed 5,000, representing 80% of acute hospitals
- Expand into other health sectors to support Health Finance professionals
- Achieve Membership engagement of High+

Build capability, capacity and professional pathways

Strategic Priority

Members will have professional and personal development opportunities that will focus on building the member capability, capacity and value within the Health Industry.

Strategic Objectives

- Build member resources, through the establishing a National online repository & library, online forums and access to web based professional development.
- Develop pathways for health finance professionals both accredited and non-accredited.
- Develop a mentoring and leadership program
- Enhance HFMA's online E-Learning presence.
- To continue to expand our conference program Nationally and networking opportunities
- Develop an annual Health Industry survey to measure the 'state of the industry', which will inform engagement and development of programs.
- Strengthen professional development governance, to ensure programs continue to be industry relevant and meet the needs of members.

Strategic Measures by 2021

- Attendance at events by members meets 80% attendance targets
- E-learning accessed by 25% of members
- Accredited learning pathways accessed by 10% of members
- Member's resources, library and online forums are accessed by 30% of members.

Grow strategic relationships and partnerships

Strategic Priority

Mutually rewarding partnerships that are built on investing in the Health Industry, which provide enhanced membership value.

Strategic Objectives

- Develop relationships and collaborate with relevant State & Federal government agencies
- Enhance Corporate Partner Program that promotes long term corporate partnerships, providing value to the partner, HFMA and the Health Industry.
- Develop and expand sponsorship program to increase membership exposure to sector players and value.
- Develop HFMA's local and international affiliations and networks.

Strategic Measures by 2021

- Key relationships developed and HFMA represented on State/Federal health finance working groups
- 80% of Corporate Partners remain with HFMA for 3 years
- 80% of Members value benefits from Partners and sponsors
- Regular sharing and opportunities for members with international affiliates and other networks