

# Strategic Plan 2024–2027



## Introduction

The Wounds Australia Strategic Plan 2024-27 is a vital roadmap for ensuring the sustainability of our organisation while remaining true to the vision and values that have guided our work since foundation.

**Our Vision:**  
To improve the lives  
of all Australians  
impacted by wounds.

**Our Values:**  
Compassion, Expertise,  
Collaboration,  
Innovation

**The Strategic Plan 2024-2027 describes four core priorities:**

- 1** Build our organisational and financial stability.
- 2** Strengthen engagement with, and support for, members.
- 3** Build better recognition and influence as the national peak body.
- 4** Enhance the effectiveness of our governance.

## About Wounds Australia

We are the peak national health body for the prevention, treatment, management and healing of wounds.

Each year, more than 450,000 Australians suffer a wound, and we strive to ensure they receive the best quality wound care possible. More than this, we aim to prevent chronic wounds from occurring, minimising unnecessary suffering and expense.

We exist to reduce the harm caused by wounds through advocacy, education, knowledge-sharing, awareness-raising and the establishment of best practice.



### **We are a voice for all**

We represent everyone impacted by chronic wounds: the people who live with wounds, the professionals who care for them, and the experts who drive best practice through research.



### **Healing wounds together**

We work with government, industry, researchers, care professionals and consumers to heal more wounds.



# Guiding Principles

Wounds Australia's work is guided by five key principles:



**Our actions  
are informed by  
evidence.**



**We collaborate  
with patients,  
families, care  
professionals,  
governments and  
industry.**



**We acknowledge  
the social  
determinants of  
health.**



**We are  
continuously  
improving.**



**We operate  
within our code of  
conduct and in an  
ethical manner.**

## Message from the Chair and CEO

A good Strategic Plan expresses an organisation's values as priorities that meet the opportunities and challenges of its operating environment. Our last Plan mapped out a path for consolidating Wounds Australia's position as the national peak body for chronic wounds, in order to give more than 450,000 Australians living with wounds – and the professionals who care for them – a greater say in the decisions that affect them.

We are delighted with the progress Wounds Australia has made towards achieving that goal; in particular, the awarding of a substantial Federal grant in early 2024 and a more consistent role in providing evidence-based insights and expertise to governments and other decision-makers. But there is more to be done.

Our new Strategic Plan 2024-27 builds on its predecessor in prioritising this work, along with these key areas: member engagement, growth and representation; organisational strength and stability; and governance.

By working towards these strategic priorities, and by meeting the specific goals each sets out, we aim to position Wounds Australia to fully exploit the opportunities offered by our current environment while weathering the challenges it presents. The result will be an organisation of which our members can continue to be proud.

1

### **Build our organisational and financial stability.**

Find new revenue streams and revise and diversify existing sources of income to ensure financial viability in the future.

2

### **Strengthen engagement with, and support for, members.**

Articulate a clear membership value proposition to existing members, and to new and emerging care professionals, and better engage all members.

3

### **Build better recognition and influence as the national peak body.**

Continue to advocate for people living with wounds and the professionals who care for them at every level of government and throughout the wound care industry.

4

### **Enhance the effectiveness of our governance.**

Build regular review and revision processes into key governance areas such as policies and leadership performance.



Simon DePaoli, Chair



Jeff Antcliff, CEO



## Strategic Priority 1: Build our organisational and financial stability.



- Significantly strengthen revenue from corporate partnerships
- Develop and implement credentialling framework, with focus on generating significantly greater revenues
- Improve our business support systems, including member database
- Strengthen our efforts to diversify and secure additional government funding
- Build revenue from donations and bequests



## Strategic Priority 2: Strengthen our engagement with, and support for, members.



- Define and distribute a succinct value proposition for all members
- Revise & significantly enhance member engagement, including with younger and emerging members
- Diversify our member base into new segments
- Develop guidance guidelines for members to reduce environmental impact of wound care consumables



## Strategic Priority 3: Better recognition and influence as the national peak body.



- Stronger recognition across all state/territory/Australian governments
- Revised credentialing approved by the Australian Government Department of Health and Aged Care, and international partners
- Elevate wounds to be recognised as national health priority utilising the CWCS wound awareness and prevention campaign as a tool to drive change
- Stronger recognition for our role as the custodian of wound care standards





## Strategic Priority 4: Enhance the effectiveness of our governance.



- Review and revise our Constitution to better embrace members, consumers and key stakeholders
- Revise our governance system, and policies, including Terms of Reference of Board Committees
- Review performance of Board as a group and individual Directors



Wounds Australia works with members, consumers, industry and government to reduce the burden of Australia's hidden epidemic of chronic wounds.

