



# Strategic Plan

## 2024-2027

# Thank you for your support

We are pleased to share our latest Strategic Plan with you.

Our Strategic Plan was developed through an extensive process to ensure we understand the diverse needs of our clients and stakeholders and are well placed to make a meaningful impact now and in coming years. The Plan outlines our guiding purpose, focus and values; our objectives over 2024-2027; and how we will measure outcomes.

We are grateful to the community members who have participated in interviews, focus groups and client surveys to help us consider changing needs and shape this plan. This includes people with cystic fibrosis (CF), their families and carers, the health and research professionals we work closely with; and our many partners and supporters. Thankyou also to Aha! Consulting for their guidance through the planning process.

Our purpose is to improve lives and contribute to thriving families and communities. We are building on our journey of almost 50 years supporting the CF community, making meaningful change to meet the ongoing and changing needs of all individuals and families in the community. We are also continuing to expand awareness, education and support for those impacted by other respiratory conditions and rare diseases.

Whilst we will adapt our plans when circumstances change, we are confident in delivering our commitment to the CF community in WA and our key strategic objectives.

We thank you for your interest and support.



Damien O'Reilly  
President and Board Chair, CFWA

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Lisa Bayakly  
CEO, CFWA

A stylized, handwritten signature of Lisa Bayakly in black ink.

# Strategic Direction



## OUR VISION

Thriving individuals, families and communities.

## OUR PURPOSE

To improve the lives of people and communities impacted by cystic fibrosis, respiratory conditions, and rare disease.

## OUR FOCUS

Empowering and supporting individuals and communities we work with through community based services, peer connection, information, education, advocacy and research.

## EMBRACING TOMORROW TOGETHER



### Our commitment to the CF community

We are proud of our history of supporting the CF community and are committed to the pursuit of a cure and better treatment and care for all people with CF. Whilst advances in such treatments and care are enabling better quality of life for many people, there is still much more to be done. We also know that everyone's journey with CF and their needs are different. We aim to listen, understand and address individual needs throughout life, whilst building broader community awareness of CF and support.

### Empowering and supporting others

Through almost 50 years working with the CF community, we have a strong understanding of the nature and impact of both respiratory and rare disease. We continue to draw on this, to grow our services to other impacted individuals, families and communities, where synergies and funding exist. This will help improve the lives of others, expand our capability and ensure our future sustainability – for the benefit of all people we support.



# Strategic Objectives



## Enhance client services

- Refine and expand offerings to meet changing client needs
- Make our services clearer and easy to access
- Enhance outcomes through community input, feedback and evaluation
- Maintain focus on contractual commitments, quality and professional standards
- Growth into areas that leverage our strengths and deliver greater impact for all clients
- Build new relationships, alliances and referral processes in new areas



## Strengthen and grow partnerships

- Engage collaboratively to enhance client outcomes (within health, early childhood and education networks, the research community, regional communities and the Australian CF Federation)
- Ensure ongoing government support for community needs
- Build new funding partnerships to diversify and grow support
- Maintain, grow and celebrate our fundraiser and volunteer community
- Nurture donor relationships and communicate outcomes achieved



## Maintain strong team & culture

- Empower team members and build leadership capability
- Focus on goals, performance and development
- Enhance team communication and collaboration
- Strengthen people management practices
- Recognise and celebrate strengths and achievements



## Strengthen capacity to deliver

- Deliver IT transformation & digitalisation initiatives
- Improve data and evidence-based decision-making
- Maintain effective fundraising and financial management
- Maintain and evolve governance per good practice
- Ensure fit for purpose facilities and operating equipment



## Deliver impactful advocacy and research

- Maintain strong focus on the needs of all the CF community
- Improve how we share stories – to highlight need and impact
- Evolve policy, advocacy and research focus with community needs
- Ensure our brand contributes to positive awareness and influence

## Our Values

### EMPOWERING

We put community in the driver's seat.



### COLLABORATIVE

We work with community and our partners to maximise impact.



### INNOVATIVE

We are solutions focused problem solvers.



### AUTHENTIC

We act with integrity and transparency.



### COMMITTED

We are passionate about community – it drives everything we do.



## Measures of Progress

### MAKING A DIFFERENCE TO CLIENTS



- Service coverage and quality
- Impact and feedback
- Research & advocacy outcomes

### BEING VALUED BY STAKEHOLDERS



- Meeting stakeholder needs
- Feedback & ongoing support

### SUSTAINABILITY



- Financial stability
- Service capacity

### BEING A GREAT PLACE TO WORK



- Team satisfaction
- Learning & growth

# 2024 Priorities

- Understand and respond to ongoing & changing client needs, in collaboration with community & health services
- Engage with government & other funding partners to ensure shared understanding & support
- Diversify fundraising streams & grow our supporter base
- Continue to raise awareness, educate and support communities impacted by other respiratory conditions
- Build relationships and share knowledge with other organisations supporting communities impacted by rare disease
- Continue to advocate for improved CF care (particularly for the needs of an aging CF population in WA)
- Fund and promote research for better CF treatments
- Mature technology and enabling processes to better support our team & clients
- Strengthen our people management & development practices

