



BELLARINE  
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*This document links to the BCH Strategic Directions and Operational Planning documents*

*The Key Strategies for BCH over the next three years are:*

*Key Strategy 1 – Leading Provider of Health Services*

**1(a) BCH will ensure that it is well known for its important role in the provision of well integrated primary health and aged residential care services.**

**We will:**

- Develop a communications strategy aimed at increasing the awareness of Bellarine Community Health Inc at a Commonwealth, Regional, State and Local key decision making,
- Develop a major community participation strategy with specific strategies to engage and involve the wider community.

funding and provider bodies, trusts and foundations levels.

*1(b) BCH will continue to promote participation of the community in all aspects of service planning and delivery.*

*We will:*

- Ensure that Continuous Quality Improvement strategies underpins the Governance and operations of Bellarine Community Health.
- Develop partnership arrangements with Regional and Local providers in the short term and submit to any new Commonwealth and/or State Departmental funding opportunities.
- Continue to take a lead role in ensuring the effectiveness of the Bellarine Community Forum and Barwon Primary Care Forum.

**BCH Board Members**

Mrs Sandy Austin —  
President

Mrs Pat Bell — Vice  
President

Ms Pat Semmens—  
Vice President

Ms Evelyn Wuchatsch —  
Treasurer

Ms Monica Hayes

Mr Neville Greenhalgh

Mr John O'Dea

Mrs Mary-Grace Howard

*Key Strategy 2 – Enhancement of BCH Model of Service Delivery*

**2(b) BCH core business will be based on four service themes: improving health status, rehabilitation, maintenance of function and wellbeing.**

- Set the above four themes as BCH major objectives to reflect BCH Purpose.
- Include the above four themes in BCH Governance documentation, as appropriate—for example BCH Statement of Purpose & Rules document.

**We will:**

**2(c) BCH will extend the core business range by the introduction or enhancement of the following services: health promotion/disease prevention, sub-acute community based ambulatory rehabilitation, gerodontology and youth counselling.**

- Identify sources of funding and/or partnerships to introduce the new core business range.

**itation, gerodontology and youth counselling.**

**We will:**

- Develop an annual capital works budget linked to strategic capital plan.

**Key Strategy 3 - Ensure viable and sustainable health services and programs for the Bellarine Community in**

- Ensure the financial strategic plan forecasts any of BCH programs that are at risk of non viability.

**ture**

**3(a) BCH will achieve a strategic capital works direction.**

- Identify areas of risk that may impact on achieving BCH strategic objectives.
- Identify key indicators of good risk management.

**We will:**

3 (d) BCH will reconfigure the aged residential care program by consolidating three facilities into two.

**We will:**

- Complete the Ann Nichol House Redevelopment project on time and within budget.
- Achieve an optimal sale of Sims Lodge.
- Optimise the 22 bed licenses from Sims Lodge.

**Key Strategy 4—Community Participation**

**BCH to be recognised as an integral part of the Bellarine community.**

- Enhance participation of the community to ensure that the communities of interest are involved in decision making about the directions BCH takes in service planning and delivery.
- Optimise community participation from all groups within the community by implementing a major strategy that will provide a wider engagement of the community, than currently exists.

**Key Strategy 5 - Fundraising and Marketing**

**BCH will further develop its capacity to increase fundraising opportunities linked to effective communication with a wide range of possible donors.**

- Plan and implement a fundraising and linked communication strategy.
- Seek out funding opportunities from trusts and foundations.

**We will:**

## VISION OF THE SERVICE

### OUR PUBLIC IMAGE IS:

- to be the premier, best known human services provider on the Bellarine Peninsula
- to provide the most equitable, comprehensive, coordinated and accessible range of primary health and community support services available in any community
- to provide the highest quality and best value in residential care services for the aged

### OUR PROFESSIONAL IMAGE IS:

- to be the benchmark primary health and community support service in Victoria
- to have an outstanding reputation for meeting the needs of our clients
- to be renowned for innovation, quality, efficiency and effectiveness in primary health, community support and aged care services
- to be recognised for our proactive cooperation with other care providers in the Region.

### OUR RELATIONSHIPS WITH CLIENTS ARE :

- to enjoy the respect and confidence of all our clients
- to provide a holistic approach to primary health and community support care
- to provide absolute confidentiality and comprehensiveness of medical records
- to have our clients feel they are receiving the highest value for money for their health care

### OUR RELATIONSHIP WITH THE COMMUNITY IS:

- to be known as the lead human services provider throughout the serviced community
- to enjoy strong community support through active local groups and committees
- to actively solicit community feedback regarding health care needs and quality of service
- to act as an advocate for the community on issues of primary health, community support and aged care.

### OUR FINANCIAL STATUS IS:

- to be an independent Service with a broad base for both recurrent and special purpose funding including State and Federal governments, philanthropic Trusts, the fundraising efforts of its own members, donations from the serviced community and local service groups and income from financial reserves
- to have financial reserves that are well in excess of statutory requirements.
- to levy fees and room charges from clients and residents  
in accordance with State and Federal Government regulations,  
whilst maintaining fairness and equity.

### FOR OUR PEOPLE IS:

- that quality care results from the closely woven relationships between clients, the Board, volunteers and staff
- to employ staff with the highest level of skills, training, innovation and work ethic, who are held in the highest regard by clients, and who feel well rewarded for the quality of support they provide
- to enjoy the support of a large number of highly motivated volunteers who assist in the care for our clients and who feel valued for their contribution
- to have a Board that is representative of the community, skilled in governance and knowledgeable in health care.