

# Strategic objectives 2021-2025

Haemochromatosis Australia has developed a series of strategic objectives to inform our activities over the next four years.

<b>Support</b>	<ul style="list-style-type: none"> <li>• Provide support and up to date information to people with haemochromatosis and their families to assist them to manage their condition</li> <li>• Provide opportunities to meet other individuals and families experiencing haemochromatosis</li> <li>• Develop online presence and social media capacity</li> </ul>
<b>Awareness</b>	<ul style="list-style-type: none"> <li>• Promote awareness in the community about haemochromatosis</li> <li>• Raise awareness of medical health professionals in order to improve the rate of early diagnosis and treatment</li> <li>• Ensure consumers get the right treatment, and are not harmed</li> </ul>
<b>Collaboration</b>	<ul style="list-style-type: none"> <li>• Build stakeholder contact database</li> <li>• Establish and maintain relationships with Arthritis Australia, the Liver Foundation, Diabetes Australia, Genetic Health Alliance, Andrology Australia to identify and maximise opportunities for collaboration/partnerships</li> <li>• Maintain and further develop relationship with Australian Red Cross Lifeblood to ensure ongoing and improved access to therapeutic donations</li> <li>• Develop strong partnership with Pathology Awareness Australia members so that collection centres for venesection remain open and staffed with trained nurses/phlebotomists</li> <li>• Gain recognition of value of Therapeutic Blood donations to national blood inventories</li> </ul>
<b>Policy</b>	<ul style="list-style-type: none"> <li>• Influence and advocate appropriate health policy relating to haemochromatosis and population screening</li> <li>• Maintain reputation as reliable peak organization</li> <li>• Develop and present case for population screening</li> </ul>
<b>Research</b>	<ul style="list-style-type: none"> <li>• Support, encourage and maintain a high interest in research that will contribute towards our vision by establishing partnerships and access to the patient group</li> <li>• Identify patient priorities for new research that will provide 'real world' value</li> </ul>
<b>Governance</b>	<ul style="list-style-type: none"> <li>• Maintain good governance and administration</li> <li>• Ensure right structure, right processes, right tools and right technology in place to achieve right outcomes</li> <li>• Operate efficiently and with high ethical standards while growing our membership and influence</li> <li>• Develop funding strategy to replace declining membership income</li> </ul>