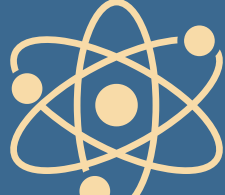


Consumer information resources  Linking Australians with arthritis to information, education & support.	National Partnerships  Partnering with Affiliates & health organisations government and commercial partners.	National Research  Leading the national arthritis research agenda	Advocacy and Policy  Advocating to federal government & national entities to improve health outcomes.	Enablers  Increasing organisational activity and sustaining good governance.
Key Strategic Initiatives				
- Ensure that consumer information resources are user friendly, accurate, consistent and sustainable. - Develop and integrate the condition specific websites. - Promote the uptake of digital consumer information resources and knowledge. - Provide agile and multichannel consumer information on emerging issues.	- Identify national initiatives and policy issues, seeking collaboration and support from affiliates and others on advocacy. - Engage with consumer-focused groups and peak organisations. - Collaborate with the ARA to leverage the MOU obligations. - Increase influence and activity of Accessible Design division.	- Lead the national research agenda from a consumer perspective. - Embed consumer involvement in research in our program and partnerships. - Promote research outcomes. - Grow partnerships with the research community. - Advocate to increase funding for arthritis and musculoskeletal research.	- Engage with the Federal Government on consumer led priorities in consultation with Affiliates and other organisations. - Policy positions and thought leadership on current and strategic matters affecting arthritis and musculoskeletal consumers. - Deliver a national media and communications plan including digital engagement to raise the profile of arthritis and Arthritis Australia.	- Diversify and increase funding including expanding corporate partnerships and sponsorships. - Develop Reconciliation Action Plan and embed its obligations across the organisation. - Embed good governance practice and active risk management. - Ensure continued clear and transparent accounting practices.
As measured by these KPIs				
- Evidence of increased uptake of consumer resources by 25% - Timely consumer information on emerging issues. - All consumer information resources are updated within the review periods. - Other organisations use our resources for consumer support.	- National initiatives identified. - Influence with other consumer organisations and groups. - Evidence of submission support. - Maintenance of engagement with 'ease-of-use' and 'easy-to open' trademarks.	- Review and update research programme to embed consumer involvement and impact. - Evidence of joint initiatives with tertiary & medical sector. - Increased research funding.	- Policy change and funding for consumer led priorities. - Continued engagement with parliamentarians including with parliamentary friends. - Engagement with consumers and the health community - Increase in media/social media impact.	- Increase sustainable income by 25% - Board, Committee and panel governance is followed. - Clear audit report. - Maintain sufficient reserves. - Increase capability of staff and committee members.