

## Member Advancement

**Goal** To build member power by: organising and campaigning; delivering quality services and benefits; and developing a strong sense of belonging

### OBJECTIVES

- 1. MEMBER EXPERIENCE FOCUS** – Retain and attract members by delivering a quality member experience
- 2. BEING UNION** – Consistently demonstrate and communicate what our union stands for and the idea of being union: belonging to something bigger
- 3. ORGANISE EFFECTIVELY** – Develop and expand our organising capacity and undertake targeted and innovative campaigning
- 4. ACHIEVE GROWTH** – Grow our membership base to achieve greater strength and power

## Advocacy

**Goal** To build influence as a union by strong advocacy and leading a progressive policy agenda

### OBJECTIVES

- 1. INDUSTRIAL STRATEGY** – Develop our industrial capacity to ensure strong and strategic advocacy aligned to purpose
- 2. PROGRESS KNOWLEDGE** – Further our knowledge and reach to execute a progressive policy agenda in health and industrial relations
- 3. EXPAND INFLUENCE** – Actively use networks to expand impact and influence in our bargaining, advocacy and campaigns
- 4. BUILD PRESENCE** – Build the presence of HSUWA within the community
- 5. HAVE POLITICAL IMPACT** – Maximise impact in the political process and capacity to influence decision making where it affects our members

## Financial Management

**Goal** To exercise sound financial management and ensure the union's long-term financial sustainability

### OBJECTIVES

- 1. RESOURCING** – Strongly support the resourcing and capacity of the union's financial management practices
- 2. FEE STRUCTURE** – Ensure operating under a viable membership structure
- 3. SUSTAINED INCOME** – Provide a clear value proposition to secure income
- 4. MEASURED EXPENDITURE** – Ensure operational costs are fit for purpose, sustainable and long-term investment considered

## Internal Governance

**Goal** To operate efficiently with clear internal processes and governance frameworks

### OBJECTIVES

- 1. SYSTEMS FOCUS** – Implement a structured program to develop and update key internal systems and materials
- 2. GOVERNANCE AND RISK MANAGEMENT** – Invest in mechanisms to support the union's compliance requirements, improve governance and better manage risk

## Organisational Learning and Development

**Goal** To have in place the right people, technology and organisational culture for ongoing improvement to meet the changing needs of members and the regulatory environment

### OBJECTIVES

- 1. POSITIVE CULTURE** – Further develop an organisational culture and staffing mix that provides the capacity to meet the goals of the Strategic framework
- 2. USE TECHNOLOGY** – Operations supported by effective technology framework and infrastructure
- 3. INCLUSION AND SUPPORT** – Strongly support initiatives that assist with the advancement of women and groups who do not traditionally have equal access to power