



The Australian Cardiovascular Health and Rehabilitation
Association

Strategic Plan 2010-2014

Challenge...Change...Achieve

Our 2010 – 2014 Strategic Plan is the ACRA executive committee's foundational document that informs our planning and the way we work for our members according to our mission.

Our Mission

The Australian Cardiovascular Health and Rehabilitation Association is the peak body which provides support and advocacy for multidisciplinary health professionals to deliver evidence-based best practice across the continuum of cardiovascular care.

This, in turn, will fulfil our vision.

Our Vision

To empower health professionals to achieve optimal and equitable outcomes for all affected by cardiovascular disease

Our Strategic Plan has been developed through reviewing our Mission and the strategic environment in which we operate, ensuring that we remain focused on the Mission as central to our work, meeting the needs of our members, whilst continuing to grow in a sustainable and responsible way.



The Strategic Environment

The strategic environment in which we are operating is characterised by:

- An aging population, with complex chronic diseases, placing increasing demands upon our health system.
- Government health reforms increasingly focussing on strategies that reduce the pressure on acute hospital beds.
- Inequity in access to better health outcomes.
- New emerging models of service provision for cardiac rehabilitation and related services.
- Increased health professional responsibility and accountability for their own continuing professional development.
- Other professional organisations that are also aiming to provide a service to our members.
- The need for access to evidence-based information, informing practice.
- Utilisation of information technology to facilitate communication.



Our Key Areas of Focus

Facilitating Multidisciplinary Membership by:

- Actively working to increase membership of allied health professionals to 30% of membership.
- Development of strategies to maintain membership in a competitive environment.

Contributing to Continuing Professional Development by:

- Facilitating opportunities for all health professionals working in cardiac rehabilitation and associated services to participate in multidisciplinary professional development that fosters an evidence-based approach to clinical care.

Strengthening the field through strong communication and advocacy by:

- Utilisation of current and emerging information technology to deliver information and facilitate communication to members and the wider community.
- Facilitating access to programs through development and maintenance of a National Service Directory for cardiac rehabilitation programs and associated services.

Utilising our collective expertise to:

- Grow the skill and confidence of health professionals in the field to become recognised experts at a clinical and managerial level.
- Produce resources that assist in the provision of evidence-based programs and services.

Working together to best utilise our capacity by:

- Development of annual operational plans that reflect overarching strategy that is achievable within the means of the ACRA executive management committee and the organisation.
- Engage broadly with members and state associations to fulfil operational goals.

Sustainability of the association through:

- Implementation of clear processes relating to provision of state funding, ensuring strong and vibrant state associations that meet their members' needs.

