

**PAINAUSTRALIA STRATEGIC PLAN**  
**2019 – 2021**

# painaustralia



## Vision

Pain is a recognised national health priority and all Australians living with pain or at risk of pain-related disability, their families and carers, can access credible information and a world-class system of care.

## Our Mission

Painaustralia is Australia's peak pain advocacy body working to improve the quality of life of people living with pain, their families and carers, and to minimise the social and economic burden of pain on individuals and the community. We work collaboratively with key stakeholders to integrate pain as a priority in the broader health agenda and our roadmap for achieving world-class care is the National Pain Strategy and associated National Strategic Action Plan on Pain Management.

# Aadvocacy

## Strategic Objective

To harness the collective expertise of our members and stakeholders to advocate for:

- endorsement of the National Pain Strategy
- implementation of National Pain Action Plan

and to propose solutions to ongoing and emerging policy issues.

Our stakeholders include government, parliamentarians, consumers, media, professional and academic organisations, research institutions, industry and corporate entities.

## What success looks like in 2021

- The National Strategic Action Plan on Pain Management is endorsed, funded and implemented by all Australian Governments.
- Painaustralia has played a key role in ensuring that pain is an integral component in emerging health policy issues, including private health, aged care and veterans' health
- Painaustralia is a respected voice for the sector and the 'go to' body for policy, advocacy and information on national pain issues.

# Evidence-based policy

## Strategic Objective

To aggregate and disseminate current high-quality evidence and research, and apply that to formulating effective policy and models of care

## What success looks like in 2021

- Painaustralia is leading the development of key policy and information resources related to pain management, including in emerging health policy areas
- Painaustralia is identifying where further policy, research and information resources are required and filling that gap
- Painaustralia has ready access to clinical and consumer input to build its policy expertise

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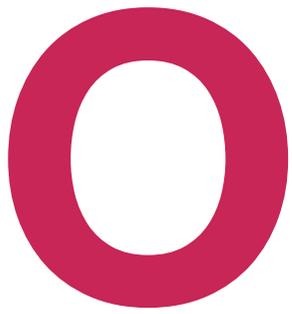
# ommunity awareness and information

## Strategic Objective

To increase community understanding and reduce stigma by communicating evidence-based information to the broader community.

## What success looks like in 2021

- We have changed the conversation - with positive messaging on improved quality of life and productivity through best-practice prevention and pain management
- Painaustralia is a respected evidence-based information broker including where public information is limited or lacks an evidence-base.
- People living with pain are equipped with evidence-based information supporting recovery, improved quality of life and increased productivity
- A multi-faceted consumer education and awareness campaign program has been rolled out, building on Painaustralia's and our members' resources.
- Painaustralia has formed strategic partnerships with key consumer, health professional and community groups to advance evidence-based information to the community

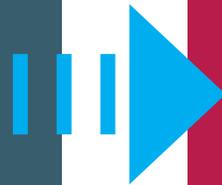


# rganisational sustainability

## Strategic Objective

To operate sustainably and effectively as Australia's peak pain advocacy body with appropriate

- Membership
- Resourcing; and
- Governance



## What success looks like in 2021

### Membership:

- Our member value proposition is clearly understood
- Our list of agreed strategic members is growing
- We have strong constructive relationships with all key stakeholder groups

### Resourcing:

- Methods for raising revenue have been identified and pursued
- Funding streams have been diversified and include government program-based funding, corporate and philanthropic support and adequate membership fees.
- Organisational capacity has been increased to enable rapid response as issues and opportunities arise

### Governance:

- Painaustralia's governance and membership model is fit for purpose with a strengthened membership process, appropriate Board skill mix, ready access to required expertise, and effective succession planning
- Painaustralia is meeting all key governance obligations
- Director roles and expectations are clearly understood, including governance requirements
- Constitution is reviewed when required

# painaustralia

Mailing address: PO Box 9406 DEAKIN ACT 2600

Phone: 02 6232 5588

Email: [admin@painaustralia.org.au](mailto:admin@painaustralia.org.au)

Web: [painaustralia.org.au](http://painaustralia.org.au)