

Strategic Framework

July 2023 to June 2026



epilepsy
tasmania
TASMANIA'S VOICE FOR EPILEPSY

This Strategic Framework will assist Epilepsy Tasmania with long term direction which informs annual operational planning, prioritisation and provide a reference point for decision making. Implementation of the Strategic Framework will contribute to the achievement of vision and purpose.



The Framework features 6 interwoven Themes:

VISION

All Tasmanians who have epilepsy have the same opportunities as the broader community.

PURPOSE

Epilepsy Tasmania will improve the quality of life for people with epilepsy, and those around them, through education, co-ordination and support.

THEME 1

Increase community awareness & understanding of epilepsy.

THEME 2

Build and deliver a service and support system to others that responds to the needs of people with epilepsy, and those around them.

THEME 3

Ensure epilepsy services and support are available and accessible throughout Tasmania.

THEME 4

Continuously improve and deliver innovative services and support.

THEME 5

Be a proactive voice for epilepsy.

THEME 6

Continuously improve the strength, financial security and governance of the organisation.

For more information, contact
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THEME 1

Increase community awareness and understanding of epilepsy.

1.1 What we want to achieve

- 1.1.1 a community that is able to understand and respond appropriately to people with epilepsy, and those around people with epilepsy
- 1.1.2 Increased knowledge and understanding of epilepsy by the Friends of Epilepsy Tasmania
- 1.1.3 use of a range of media and technology to effectively connect with the community and stakeholders
- 1.1.4 ability to measure community understanding and acceptance of epilepsy

1.2 What we will measure:

- 1.2.1 the level of acceptance of epilepsy in the social and economic structure of communities
- 1.2.2 the community's capacity to respond appropriately to someone who has epilepsy
- 1.2.3 the level of knowledge and understanding of the Friend of Epilepsy Tasmania
- 1.2.4 the degree to which people are comfortable to say 'I have epilepsy'
- 1.2.5 the degree to which people with epilepsy and those around them experience stigma and discrimination in the community and in the workplace

1.3 What we are going to do:

- 1.3.1 recruit and use community leaders as Epilepsy champions
- 1.3.2 develop and deliver a public awareness campaign – suitable for delivery with schools, workplaces, service providers, community organisations, the health sector, and other specific sectors such as aged care and the general public
- 1.3.3 develop and implement an electronically friendly public awareness programme
- 1.3.4 deliver monthly community educational and extension programmes to increase understanding of, and capacity to respond to people with epilepsy
- 1.3.5 conduct at least one epilepsy community education day in each region each year
- 1.3.6 benchmark and measure changes in community understanding of epilepsy
- 1.3.7 provide simple and clear pathways for communities to connect to Epilepsy Tasmania
- 1.3.8 develop and implement an engagement and activity plan using the people on the Friends of Epilepsy Tasmania data base (applying the Epilepsy Tasmania Engagement Framework)
- 1.3.9 develop the knowledge of the Friend of Epilepsy Tasmania
- 1.3.10 identify and monitor the sources of contact made with Epilepsy Tasmania
- 1.3.11 survey public awareness of Epilepsy Tasmania
- 1.3.12 expand activities and respond to areas of interest on the North West Coast
- 1.3.13 increase awareness of general practitioners through clinic visits and provision of information through the GP's intranet
- 1.3.14 promote and provide Epilepsy Smart to schools as a method of destigmatising epilepsy with students and teachers

THEME 2

Build and deliver a service and support system to others that respond to the needs of people with epilepsy, and those around people with epilepsy.

2.1 What we want to achieve:

- 2.1.1 increased numbers of people and organisations able to provide appropriate services and support for people who have epilepsy
- 2.1.2 advanced the skills, knowledge and attitudes of staff and volunteers of community organisations and other service and support providers
- 2.1.3 performance measurement to further develop capacity to meet epilepsy needs

2.2 What we will measure:

- 2.2.1 the amount of community involvement, education and understanding
- 2.2.2 the skill base of volunteers and staff
- 2.2.3 the capacity of service and support providers and community organisations to respond to epilepsy needs

2.3 What we are going to do:

- 2.3.1 provide education and professional development to volunteers and staff of service providers and community organisations, schools and workplaces
- 2.3.2 develop monitoring and evaluation systems and resources to measure their utility for people with epilepsy, and those around them; and the experience of service providers, community organisations and in the community
- 2.3.3 facilitate service provider and community organisation networking activities to create collaboration and culture change opportunities in relation to epilepsy



re epilepsy services and support are available and accessible throughout Tasmania.**3.1 What we want to achieve:**

- 3.1.1 increased range and volume of services and support provided by Epilepsy Tasmania
- 3.1.2 increased range and volume of services through facilitation and brokerage of relationships and partnerships
- 3.1.3 stronger relationships with health professionals, clinical discharge staff and social workers
- 3.1.4 implement Epilepsy Smart Australia.

3.2 What we will measure:

- 3.2.1 the geographic coverage of services and support
- 3.2.2 the functionality of relationships and partnerships delivering services and support
- 3.2.3 the performance of partnerships and relationships with health professionals and allied health staff
- 3.2.4 the numbers of people accessing services (including equity and access principles delivered to meet people's needs)
- 3.2.5 the degree to which the needs of people with epilepsy and those around them are being met
- 3.2.6 the number of trained Epilepsy Tasmania volunteers, staff and Friends of Epilepsy Tasmania
- 3.2.7 the number of schools that are Epilepsy Smart

3.3 What we are going to do:

- 3.3.1 build and nurture active partnerships with health professionals and allied health professionals to increase epilepsy support and education results in the community
- 3.3.2 build and maintain a structure to effectively communicate with and engage organisations who work with people with epilepsy and those around them
- 3.3.3 review and adapt a service and support delivery system to a consistent state-wide model
- 3.3.4 explore opportunities to develop alternative service delivery arrangements including One-Stop-Shop, Extension and Outreach Services and Co-location options
- 3.3.5 apply effective community development approaches to build the capacity of the community and community organisations
- 3.3.6 increase the number and skills of Epilepsy Tasmania volunteers, staff and Friends of Epilepsy
- 3.3.7 increase the number of Epilepsy Tasmania programmes, activities and service delivery locations
- 3.3.8 deliver the Epilepsy Smart Australia programme in every school
- 3.3.9 explore and develop professional development opportunities for nurses
- 3.3.10 increase the presence and capacity of epilepsy support services and assistance around Tasmania including expansion into the North West
- 3.3.11 promote the services and support available through the relocated Launceston office
- 3.3.12 build the professional capacity of the Hobart office – nurses, occupational therapists

THEME 4

Continuously improve and deliver innovative services and support.

4.1 What we want to achieve:

- 4.1.1 delivery of programmes and support (including Epilepsy Connect) that is recognised in Tasmania and beyond
- 4.1.2 development, trialing and implementation of innovative and significant research, projects and activities
- 4.1.3 development and delivery of programs that are based on recognised 'good practice and knowledge, contemporary practice/thinking, and evidence'
- 4.1.4 credibility and recognition for the organisation through the delivery of professional, contemporary and evidence based services and support
- 4.1.5 high profile Board members and associates who can contribute to the advancement of Tasmania's response to epilepsy
- 4.1.6 inclusion of feedback from Epilepsy affected persons and the people around them in the design of our services

4.2 What we will measure:

- 4.2.1 the degree to which any person or organisation contacts Epilepsy Tasmania to seek information about epilepsy
- 4.2.2 the degree to which governments, funding bodies and organisations approach Epilepsy Tasmania with funding and support & partnership opportunities due to the reputation of the organisation

4.3 What we are going to do:

- 4.3.1 maintain an innovative, dynamic and stimulating working environment that can identify and respond to epilepsy needs and issues
- 4.3.2 increase the ability of Epilepsy Tasmania to measure performance and learn from experience – and use this to inform service development and delivery
- 4.3.3 review and improve volunteer management practices and systems
- 4.3.4 seek feedback from people with epilepsy and the people around them about their experiences and satisfaction regarding services and support provided by Epilepsy Tasmania
- 4.3.5 develop, trial and implement a major innovation project each year – designed to have significant positive change for people with epilepsy and those around them
- 4.3.6 develop and implement professional development plans for all staff
- 4.3.7 share and utilize learning and development (including national resources) in regard to measuring performance and the impact of services and support for people with epilepsy, and those around them
- 4.3.8 staff to undertake regular reviews of a specific Epilepsy Tasmania service or service element
- 4.3.9 better understand the impact of epilepsy on the social determinants of health
- 4.3.10 allocate resources to research and for staff to provide thought leadership through writing opinion pieces and other relevant materials
- 4.3.11 create and/or disseminate leading epilepsy research and resources

Be a proactive voice for epilepsy in Tasmania.

5.1 What we want to achieve:

- 5.1.1 systematic change to better meet epilepsy needs
- 5.1.2 effective and meaningful relationships with research, service providers and policy organisations in Australia and beyond
- 5.1.3 development and implementation of the best possible structure for the epilepsy sector
- 5.1.4 recognition as an expert voice on epilepsy in Tasmania
- 5.1.5 frank and fearless representation of epilepsy issues and needs
- 5.1.6 meaningful data contributions to the epilepsy evidence base

5.2 What we will measure:

- 5.2.1 experiences and results for people with epilepsy and those around them
- 5.2.2 access to additional expertise and resources
- 5.2.3 participation and involvement in any sector structure models
- 5.2.4 access to Epilepsy Tasmania as a leading voice for epilepsy in Tasmania
- 5.2.5 credibility resulting from assertive representation of the epilepsy community and the epilepsy sector

5.3 What we are going to do:

- 5.3.1 identify and develop associations with organisations and people who will lead and influence change in epilepsy policy and practice
- 5.3.2 support other organisations and service providers to take a leadership role in epilepsy in Tasmania
- 5.3.3 build relationships with research organisations to build the evidence base and enrich outcomes
- 5.3.4 explore, (and where appropriate), pursue feasible and practical alternative structural models for Epilepsy Tasmania and the epilepsy sector, including member based organisation options
- 5.3.5 identify an area of State or National policy for practice reform and initiate efforts to make change
- 5.3.6 engage a communications expert to prepare content for internal and external communications
- 5.3.7 position Epilepsy Tasmania as a peak authority on epilepsy
- 5.3.8 develop strategies to influence how people think about epilepsy

THEME 6

Continuously improve the strength, financial security and governance of the organisation.

6.1 What we want to achieve:

- 6.1.1 a continually developing Board and Chief Executive Officer who meet the needs of the organisation and the epilepsy community
- 6.1.2 a financial structure of Epilepsy Tasmania capable of delivering long term financial security
- 6.1.3 new income and funding streams
- 6.1.4 planned achievement and measurement of goals and priorities at both an organisational and programme delivery level
- 6.1.5 a learning and developing organisation with a culture of frank, fearless and honest review and reflection

6.2 What we will measure:

- 6.2.1 the cost/benefit of initiatives and effort
- 6.2.2 governance accountability and performance
- 6.2.3 long term financial security and stability
- 6.2.4 income streams and sources

6.3 What we are going to do:

- 6.3.1 explore and develop options and strategies to attract and create a perpetual legacy from bequests and periodic donations
- 6.3.2 identify and develop fee-for-service options that expand current programmes and commence new programmes
- 6.3.3 review and refine the financial structure of the organisation – including diversification of income streams, with activity/\$ targets
- 6.3.4 invest in the further development and succession planning in regard to Board members and senior staff
- 6.3.5 develop and implement annual operational/action plans with measurable objectives and outcomes – that are derived from the direction set out in this Strategic Framework
- 6.3.6 increase the funding and resources of the organisation to increase and improve access to epilepsy services and support; to increase the amount and quality of service provision and to build the financial security and capability of Epilepsy Tasmania
- 6.3.7 develop and implement a Board succession strategy
- 6.3.8 increase the visibility of Epilepsy Tasmania and use increased profile to attract sponsorships and support