Our vision
All people with a life limiting illness and their families are supported to live, die and grieve well.

Our mission
To achieve our vision through collaborative leadership that informs, supports and advocates for quality palliative care.

Our values
Respect
We uphold the inherent value and dignity of each person and their right to high quality palliative care that is responsive to their physical, social, psychological, cultural and spiritual needs.

Collaboration
We initiate and engage in respectful collaboration with a broad range of stakeholders so that their perspectives, expertise and contributions enable us to achieve our vision and mission.

Integrity
We are consistently truthful, open and sincere in all that we say and do.

Compassion
We advocate for the provision of care and comfort to relieve pain and suffering and to promote quality of life.

Our desired outcomes
Caring communities that are supportive and resilient in responding to life limiting illness, death, grief and loss.

Equity of access to quality palliative care when and where it is needed.

High quality palliative care achieved through a capable and compassionate workforce and a strong, innovative and effective service system.

Our context
The ageing of our population and increasing incidence of life limiting illness will require increased capacity - within our communities and service sector - to promote quality of life and to assist people to die and grieve well.

This reality will impact on each of us personally, on the community at large and on the broad health, aged care and disability care service systems. It is therefore vital that we empower and build capacity at the personal, community and service levels to respond to these challenges in an optimal way.

Our distinctive contribution
Palliative Care Victoria is uniquely positioned as the peak body to raise community awareness of palliative care and to build community capacity to deal with life limiting illness, death, grief and loss.

As the peak body, we represent palliative care services, working with them and other key stakeholders to build a service system that provides optimal palliative care.

Our strategic priorities reflect our unique role and place within the palliative care sector and focus on those areas where we can be most effective. Our intention is to support and complement the very important contributions by other organisations and stakeholders in achieving our vision.
Our strategic priorities
To enable us to make the greatest progress in achieving our desired outcomes, we will focus on the following four priorities over the next 3 years:

• **A vibrant, strong and innovative palliative care sector in Victoria**
  Evidence indicates that palliative care services improve the quality of life of people with a life limiting illness and their families and contribute to more effective use of health resources. A strong and effective specialist palliative care sector will optimise these benefits for people and the health system overall.

• **Increased community understanding of what to say and do when facing life-limiting illness, death, grief and loss.**
  Fear, isolation, abandonment and silence – these are often the experiences of someone facing life limiting illness, grief and loss. This is simply because people don’t know what to say or do. We need to change this so that people are supported and empowered to be there for each other, when it matters most.

• **Improved access by Aboriginal people and CALD communities to culturally responsive palliative care**
  Evidence shows that Aboriginal people and people from culturally and linguistically diverse backgrounds have lower levels of awareness and use of palliative care services. Specific strategies need to be implemented to raise awareness of palliative care among culturally and linguistically diverse communities and improve their access to culturally inclusive and responsive palliative care.

• **Growing, innovative, effective and sustainable palliative care volunteering**
  Volunteers make a very significant contribution to supporting people with life-limiting illnesses and their families. Changing demographics and increasing demand require us to put in place strategies to ensure a strong, effective and sustainable volunteering workforce into the future.

Our approach
Our collaborative leadership in addressing these four strategic priorities involves informing, supporting and advocating, as illustrated here:

**INFORM**
through public information, research and policy.

**ADVOCATE**
to public, health sector and government.

**SUPPORT**
through facilitating access and workforce strategies.

Our methods include engagement and collaboration, as well as the effective use of technology and online tools to maximise our influence, reach and effectiveness.

Our operational plan for 2013-16 is an internal document that identifies specific activities for each of these four strategic priorities, including the desired outcomes and measurable performance indicators.
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Desired outcomes collectively help us achieve our vision.

Strategic priorities contribute to one or more of our desired outcomes.