



**Continence  
Foundation  
of Australia**



# **Getting to our Peak**

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Strategic Plan 2021 - 2023





**The Foundation supports all Australians living with or at risk of incontinence**

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*Continence Foundation of Australia acknowledges the traditional custodians of Country throughout Australia and their continuing connection to land, sea, and community. We pay our respects to elders past, present and emerging.*



# Our vision

An Australian community free of the stigma and restrictions of all aspects of incontinence across the lifespan.

Eliminate the stigma and restrictions of all aspects of incontinence through research, advocacy, solutions, consumer education and professional development.

# Our purpose



We will fulfil our vision and purpose and make a difference by conducting ourselves with:

- 1 Accountability**  
We are responsible for our individual and team actions and behaviours, and the outcomes they produce
- 2 Respect**  
We will respect each person within our organisation and all external individuals and stakeholders
- 3 Integrity**  
We will act with integrity and be open and honest, within our teams and the organisation, and when dealing with all external individuals and stakeholders
- 4 Inclusiveness**  
There are no barriers to engagement and participation, no one is excluded, and diversity is celebrated.

# Our values





## Incontinence facts and stats

### National impacts of incontinence



#### over 5 million

Australians (1 in 4 people aged 15 yrs or over) experience bladder or bowel control problems<sup>1</sup>



#### 80%

of people with urinary incontinence are women<sup>2</sup>



#### 25%

A quarter of people aged 85 and over experience severe incontinence<sup>3</sup>



#### 8-19%

of children by single year age groups aged between 5-10 years old were more likely to experience incontinence compared to children aged 11 to 15<sup>4</sup>



#### less than 50%

Labour force participation by people with severe incontinence is less than half compared with those without severe incontinence<sup>5</sup>



#### over 2/3

of people experiencing incontinence do not seek help from a health professional<sup>6, 7, 8</sup>



#### stigmatised

Incontinence is a stigmatised condition with physical and emotional impacts<sup>9, 10, 11</sup>

### Prevalence, costs & expenditure on incontinence



#### \$66.7 billion

The overall total cost of incontinence was \$66.7 billion in 2010, or approx. \$14,014 per person with incontinence

Total costs include direct, indirect, and burden of disease costs<sup>12</sup>



#### \$1.6 billion

The estimated direct expenditure on incontinence was \$1.6 billion in 2009<sup>13</sup>



#### 83%

of direct expenditure on incontinence was for residential aged care<sup>14</sup>



#### 30%

of the total government residential aged care subsidy is used for people who need assistance with incontinence and toileting<sup>15</sup>



#### 6.2 million

By 2030 over 6.2 million Australians will be affected by incontinence<sup>16</sup>



#### 201%

By 2031 direct expenditure on incontinence is projected to increase by 201%<sup>17</sup>



#### over 250,000

The number of people in residential aged care with incontinence is expected to almost double from 129,000 to over 250,000 by 2031<sup>18</sup>

*NB: This data is now over a decade old and may underestimate the direct and indirect costs of incontinence to the Australian health system and economy.*

## Strategic pillars to success

### We will:

#### ensure better access

to high quality continence information, resources, education and services in Australia



#### be a leading peak body

that is widely recognised and acknowledged nationally and internationally as the Australian expert voice for continence



#### be a unified body

that has the governance and organisational capacity to deliver our vision and purpose



#### grow successfully and sustainably

to ensure we can continue to achieve our vision and purpose



## Our strategic objectives



### Ensure better access for all

The Foundation will break down barriers to ensure all Australians have access to evidence-based continence information and support.

The Foundation supports all Australians living with or at risk of incontinence. Our aim is to ensure all Australians have access to and engage with the Foundation across multiple channels. We provide high-quality, evidence-based services within a quality and clinical governance framework.

Our campaigns will be sensitive to our audience's needs, build awareness and reduce stigma. We will include key messaging that focuses on prevention, treatment and management. We will strengthen our brand awareness and grow our community reach and partnerships.

#### Outcomes:

- We have strengthened our brand and grown engagement with the community.
- We have a business model that supports our vision, purpose and strategic goals.
- We have targeted and mutually beneficial partnerships.
- We provide accessible, high quality services.

## Be a leading peak body

The Foundation as a peak body provides evidence based best practice solutions for the prevention, diagnosis, treatment, management and cure of incontinence. We advocate for improved bladder and bowel control health for all Australians. Our work as a peak body is recognised through an engaged and diverse membership. We drive and support research, and develop a range of educational activities and events that engage a varied range of learners. We advocate for, and support the development of our professional membership to ensure the importance of the continence workforce is reinforced in all levels of government and the community.

### Outcomes:

- We are recognised nationally as Australia's peak body on continence.
- We advance thought leadership on continence awareness, stigma, treatment and management including through National Continence Standards.
- We have a strong, engaged, stable and diverse membership base.
- We have strengthened Australia's continence workforce, education, research and policy through the development of a National Action Plan on Incontinence.







## Be a unified body

The Foundation is a strong unified voice for all Australians who experience or are at risk of incontinence. Our leadership and governance reflects the diversity of our community and ensures that quality systems and processes for success are embedded within the organisational structure. We will have robust and rigorous monitoring and evaluation processes to ensure we meet and exceed our performance and compliance obligations. Our workforce are high performing, rewarded and valued. Our members are engaged, have a voice and their needs are addressed. State members goals are reflected by the State Education and Activity Committees (SEACs) through activities and events.

### Outcomes:

- We have the governance, leadership and organisational structure necessary to realise our vision, purpose and strategic goals.
- We have quality systems and processes in place to ensure we meet our performance and compliance obligations and help us achieve our vision, purpose and goals.
- We have an engaged team that is aligned with our organisational values and goals.
- We have State Education and Activity Committees (SEAC) who maintain and improve the Foundation's engagement with members and assist the Foundation in meeting the needs of relevant stakeholders in each state or territory.

## Grow successfully and sustainably

The Foundation's ability to succeed is dependent on planned and resourced sustainable growth. Growth will be managed and sustained through supported investment, quality internal systems and risk management that aligns with our vision and purpose.

### Outcomes:

- We are a productive and high performing organisation.
- We have the systems and processes in place to measure our progress and mitigate risks.
- We invest in partnerships and opportunities to grow our profile, diversify our funding and achieve our vision and purpose.
- We invest in the Foundation's future growth.



## How will we get there?



### Ensure better access for all

OUTCOMES	Strengthened brand and increased engagement	An aligned and defined business model	Targeted and mutually beneficial partnerships	Provide accessible, safe high quality services
<b>KEY PERFORMANCE INDICATORS</b>	<p>Campaigns of influence are developed to build awareness, reduce stigma and support people experiencing or at risk of incontinence to live with dignity.</p> <p>Increased engagement from the community across all services.</p>	<p>A business model is clearly articulated and integrated across the Foundation.</p>	<p>We are engaged in new and mutually beneficial partnerships that will enable us to ensure better access for all.</p>	<p>Services are co-designed with consumers and reflect evidence based best practice within a quality and clinical governance framework.</p>



### Be a leading peak body

OUTCOMES	Recognised nationally as Australia's peak body on continence	Advance thought leadership and National Continence Standards	A strong, engaged, stable and diverse membership	National Action Plan on Incontinence is developed to strengthen the workforce, research and policy
<b>KEY PERFORMANCE INDICATORS</b>	<p>Our profile with government, other peak bodies and sectors of influence is increased.</p>	<p>Campaigns developed to reduce stigma and raise awareness.</p> <p>National Continence Standards are developed.</p>	<p>Consistently strong engagement and stable membership.</p>	<p>Successfully advocated for a National Action Plan on Incontinence.</p>



**Become a unified body**

<b>OUTCOMES</b>	<b>The governance, leadership and organisational structure necessary to realise our vision, purpose and goals is in place</b>	<b>The systems and processes in place to enable us to achieve our vision, purpose and goals</b>	<b>An engaged team that is aligned with our organisational values and goals</b>	<b>SEACs reflect state objectives and connect to the Foundation to support its purpose and vision</b>
<b>KEY PERFORMANCE INDICATORS</b>	Governance and organisational structure is aligned with a unified business plan and organisational strategic priorities.	Our systems and processes across all services are successfully integrated.	Recruitment and retention of staff is aligned against industry standards.	SEACs continue to engage with state members to ensure they are supported through activities and events of relevance.



**Grow successfully and sustainably**

<b>OUTCOMES</b>	<b>A productive and high performing organisation</b>	<b>Quality systems and processes are in place to enable us to track our progress against our vision, purpose and goals</b>	<b>Partnerships that grow our profile and diversify funding</b>	<b>Planning and investment in the Foundation's future growth</b>
<b>KEY PERFORMANCE INDICATORS</b>	Meet or exceed service deliverables as set out in funding and service agreements and adheres to compliance obligations.	Integrated evaluation framework, financial modelling system and financial management system in place.	Partnership's framework and agreements in place. Diverse funding opportunities developed.	Planning and investment are made to support the Foundation's future growth.



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