

Purpose

Continence health for people of all ages in Australia

Key stakeholder

Community (consumers and carers)

Health Professionals

Government

Staff

Partners (Professional bodies, Industry, Non Government Organisations)

What we will be known for

- Access expert knowledge
- Interactions will have a positive impact on those living with incontinence
- Help to successfully navigate incontinence issues through the healthcare system
- Access digital and printed continence health information

- Lead body in Australia
- Provider of education and training (e.g. National Conference, State based activities, Journal – ANZCJ)
- Expert service provider (National Continence Helpline)
- Membership services
- Access digital and printed continence health information

- Lead body in Australia
- Deliver the National Continence Program and key partner of the National Continence Action Plan
- Reliable manager of Government campaigns (National Public Toilet Map)
- Access digital and printed continence health information
- Transparent and trusted data source

- Employer of choice
- Delivering against strategy
- Improve continence health for people of all ages in Australia

- Lead body in Australia
- Trusted advocacy partner
- Collaborative partner for health and research initiatives

Strategic pillars

1 Engagement

2 Education

3 Policy and advocacy

4 Organisational vitality

Initiatives

- National Continence Helpline – enhance
- The Top Six priority groups (each to have a tailored program):
 - Women
 - Children and Young Adults
 - Disability
 - Multicultural
 - First Nations
 - Older People
- Develop a new national media campaign about continence health issues
- National Public Toilet Map – enhance
- Sustainability plan – develop and implement
- Implement membership strategy
- Service and provider directories – enhance

- GP endorsed education
- Nurse continence specialist training – develop and launch
- Develop distribution partnerships with health professional bodies and aged care services including GPs, PHNs and NDIS for promotion of our services
- Review, develop and launch additional education courses

- Multidisciplinary clinics – develop guidelines, standards, provide education and advocate for funding
- Establish a Continence Health Alliance
- Australian clinical guidelines – develop
- National continence data strategy – develop and implement
- List incontinence at ABS as a chronic condition
- ANZCJ and Bridge magazine – review and enhance

- In partnership with the Government, develop a new National Continence Program for 2026–2030
- Contribute to the development of a new National Continence Action Plan
- Return to national peak body status
- Redevelopment of our website
- Diversification of revenue
- Optimise governance
- Implementation of a research strategy

Measures for success



Increase awareness



Increase impact



Normalise conversations
Decrease stigma



Financial accountability



Meet deliverables of national and state agreements

Values

Accountability

Collaboration

Inclusiveness

Integrity

Respect