

# in

## injury matters

PREVENTION TO RECOVERY

# STRATEGIC PLAN 2018 - 2021



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Road Trauma  
Support WA



Injury Matters acknowledges the Traditional Custodians of the lands and waters throughout Western Australia and pays respects to Elders past and present. We recognise the importance of continued connection to culture, country and community for Aboriginal and Torres Strait Islander peoples.

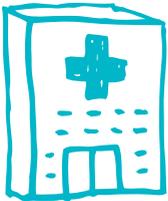


THE TOTAL  
COST OF INJURY  
EVENTS WAS  
**\$9.6 BILLION**



ABORIGINAL  
PEOPLE HAD  
**2.6 TIMES** AS  
MANY INJURY  
HOSPITAL  
ADMISSIONS  
COMPARED WITH  
NON-ABORIGINAL  
PEOPLE

**77.3%**



of injury events  
resulted in  
emergency  
department  
presentations

The injury rate was  
highest in the **85+**  
years age group

**ALCOHOL**   
WAS INVOLVED  
IN **17.5% OF**  
**FATALITIES**,  
and 32% of emergency  
department  
presentations



**Western Australians die  
each day from injuries**

**RATES OF INJURY WERE HIGHER IN  
REGIONAL WA**, with the Kimberley,  
Wheatbelt and Goldfields having rates more  
than **2x** those in the metropolitan region



**TOP THREE FATAL INJURIES**  
were **falls** (455 fatalities), **self-harm** (339  
fatalities) and **transport** (191 fatalities)



## A MESSAGE FROM OUR CHIEF EXECUTIVE



I am proud to present our Strategic Plan for 2018-2021. The last few years have seen exceptional growth for our organisation, creating a strong foundation for the next three years.

Keeping our focus person-centred, the next three years will be a process of working from the inside out to maintain and evolve our place as a true injury prevention advocate for the WA community. We want to celebrate our history, continue our current works, and be able to address emerging injury areas. Our strategy will enable this healthy evolution.

I would like to extend my thanks to all our staff, students and volunteers that have contributed to the success of our last strategic period, and continue to do so. We could not achieve what we do without your dedication and professionalism. We are sincerely grateful too for the ongoing support of our funders, partners, and board members.

**Sandy Lukjanowski** | Chief Executive

## A MESSAGE FROM OUR CHAIR



We began the financial year with this three-year strategic plan. It maintains the focus on our three principal programs while recognising the necessity to broaden the scope of our activities.

Our previous strategic plan ran its successful course from 2014 until June 2018, and the board is pleased with the way Injury Matters has evolved over that time. The new plan contains some ambitious departures from business as-usual which we are confident will be realised.

Board members are part-time and deal almost exclusively with senior management. That said, we recognise that it's the professionalism and dedication of the staff and volunteers that has given Injury Matters the means for its success.

Such success would not have been possible without the support and financial commitments from the Western Australian Department of Health and the Road Safety Commission, both of whom are integral to the services we provide for the WA community.

We look forward to this new strategic plan continuing to guide Injury Matters' evolution.

**David Beattie** | Chair, Board of Directors.

For over 25 years, we have been an **injury prevention and recovery advocate** for the Western Australian community. We are **committed to making a difference**, being **supportive of our team**, and **pragmatic in our approach to safety**.

**OUR VISION IS**  
safer people and places.

**OUR PURPOSE IS**  
to prevent and reduce the impact of injury and support those affected.

*Our values...*



**Knowledge through diversity** of people and skills.



Genuine in our intent to **have a positive impact**.



**Inquisitive and brave** to innovate.



Working with **purpose and empathy** to achieve better outcomes for people.



Considered in our approach through **evidence and experience**.

# OUR PRIORITIES

Injury Matters is a not-for-profit organisation that has, for over 25 years, worked to prevent injury and support recovery within the Western Australian community.

The 2015 - 2018 strategic plan period was a time of significant transformation for our organisation. As part of this transformation, our new name and branding created space for greater community connection and better reflects the innovative approach of Injury Matters.

Our Reflect Reconciliation Action Plan provides a framework for us to extend our understanding of Aboriginal and Torres Strait Islander peoples culture, histories, and beliefs; promote an inclusive organisation, and build stronger relationships with Aboriginal and Torres Strait Islander communities.

This 2018 - 2021 strategic plan continues to build a strong foundation and further progress our organisation as an injury prevention and recovery advocate for the WA community.

The 2018 -2021 plan focuses on three strategic priorities:



# OUR IMPACT



To have a positive impact on the community is at the heart of what we do at Injury Matters.

We recognise in order to reach the community in a positive way, a considered but varied approach is needed. We look to increase our impact through media, advocacy, knowledge translation, partnerships and meaningful community engagement.

To prevent and reduce the impact of injury and support those affected, we focus on three domains within this strategic priority:



## INFLUENCE

Individuals, agencies, and decision makers to recognise that injury prevention and the support of recovery is a priority.



## EMPOWER

People, communities, professionals, and agencies to make better decisions to prevent injury and support recovery.



## COLLABORATE

For effective shared solutions and positive injury outcomes for the community.

Our impact will reflect our work as an injury prevention and recovery

*advocate.*

# OUR ORGANISATION



At Injury Matters, we know that our people are central to our ability to effect positive outcomes. In order to continue to innovate and make a difference, supporting our people with frameworks, systems, and tools are vital. This includes focusing on the development of our staff, alongside an integrated and up to date IT plan.

Injury Matters recognises that we are a global citizen and feel strongly about having an impact in the area of corporate and social responsibility. We work with some of the most vulnerable people in our communities and are committed to truly making a difference internally and to the community we serve.

Within this strategic priority, we focus on three domains:



## QUALITY WORKFORCE

Ensuring we support our people in the work they do, as we understand our workforce care about the community they work with. We as an organisation need to care for our people so they can continue that vital work.



## SCALABLE AND QUALITY FRAMEWORKS

Developing and updating systems, processes and policies to cut down administrative burdens and allow our people to do more of what matters.



## CORPORATE AND SOCIAL RESPONSIBILITY

Our commitment to making a difference within our community and for our people. As we advocate for people in our community, we need to advocate and provide a dynamic, supportive workplace to the injury workforce.

Improving our organisation will enable us to further prevent and reduce the

*impact of injury.*

# OUR SUSTAINABILITY



We are working towards becoming an organisation that has greater income diversity and is more self-sustained. Our financial sustainability will enable us to expand and evolve our organisation within current and emerging injury areas

Injury Matters is committed to making a difference within the community. To achieve this, we need to continue to create, innovate, and pilot new programs and services that may not always attract funding, however would have benefit to the community.

Within this strategic priority we focus on three domains for:



## UNTIED FUNDING

Working towards self-sustaining programs or fee for service offerings to ensure our longevity.



## EXPANSION OF EXISITING FUNDING

Ensuring continuity of exisiting contracts and exploration of adding further contracts that align with our purpose.



## MANAGE FUNDS FOR GROWTH

Maximising return on investments to allow further funding to achieve our vision.

Becoming more sustainable will help create our vision of

*safer people and places.*