

# PLWHA VICTORIA BUSINESS PLAN

Our mission is to educate, support and advocate on behalf of all people living with HIV in Victoria, as part of a society-wide response that seeks an end to the HIV epidemic.

2012-2013



28 June 2012

Dear Members and Supporters

I am delighted to present the organisation Business Plan 2012-2013 for People Living with HIV/AIDS Victoria.

As you can see, this year's business plan continues many of the outstanding programs and services which continue to be evaluated well by clients and community members and which include health promotion workshops such as Phoenix and Quit, the quarterly newsletter Poslink and the Positive Speakers Bureau.

Additionally, we have added some new business plan activities such as working to achieve a 'Champion' status by implementing at least nine agency assessments as part of the International HIV NGO Code of Good Practice, commencing a Positive Ambassadors Program and launching both a campaign addressing stigma and discrimination as well as a new logo and tag line for the organisation.

We aim to report on the business plan activities in a mid-year report and of course at the Annual General Meeting of the organisation.

If you have any questions, or would like any further information about the programs and services offered through PLWHA Victoria, please contact our Executive Officer, Brent Allan on 03 9863 8735 or ballan@plwhavictoria.org.au

Sincerely,



Sam Venning  
President  
People Living with HIV/AIDS Victoria Inc.



## Strategic goal one: Health education to promote wellbeing

The World Health Organisation defines health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

People living in HIV in Australia represent a diverse population, in gender, sexuality, age, disability, language, ethnicity, culture, religion and physical location. They may also be at different clinical stages of HIV, or have other medical or social issues.

PLWHA Victoria has a major role to provide health education which improves the knowledge and life skills of people with HIV to manage their health and maintain wellbeing. Health education provides a prime opportunity to engage with and represent the broader positive population.

<b>1. Health Education</b>	
<b>1.1 Joint Health Promotion Plan</b>	<i>Adoption of joint planning document with Positive Women Victoria and Straight Arrows as per the 'Strengthening Positive Voices' objectives.</i>
<b>1.2 Sexually Adventurous Men</b>	<i>Build health literacy amongst the SAM community.</i>
<b>1.3 Treatment Interactive Events</b>	<i>Provide information to support PLHIV in managing health and wellbeing.</i>
<b>1.4 Positive Speakers Bureau</b>	<i>Key messages delivered on prevention, education, harm reduction and the promotion of safer behavior.</i>
<b>1.5 Connect Line</b>	<i>Information and referral service for those Victorians with questions or concerns about HIV and other STIs.</i>
<b>1.6 Connected Workshop</b>	<i>Support and information workshop for family, friends, and partners of PLHIV.</i>
<b>1.7 HIV/HCV co-infection</b>	<i>Dependent upon successful funding of the proposal sent to the department March 2012.</i>
<b>1.8 Health education resource review</b>	<i>Conduct a review of currently available health education resources; identify gaps and priorities for new work.</i>
<b>1.9 Revise and update of 2 fact sheets</b>	<i>Health education resources revised, printed, distributed appropriately and evaluated.</i>
<b>1.10 Priority resources designed and developed</b>	<i>Includes collateral for festivals and other materials for fundraising and campaign deployment.</i>
<b>1.11 Treatment Interactive Events</b>	<i>Review the TIE program and develop a new format for delivery of treatments education.</i>
<b>1.12 PSB DVD production</b>	<i>Produce six new stories for the 'Changing Voices' project.</i>
<b>1.13 Positive Speakers Bureau- Rural Road Show</b>	<i>Increase our reach into rural and regional Victoria with a focus upon schools and community based health care settings.</i>



## Strategic goal two: Care and support services to build social inclusion

Social exclusion occurs when a range of linked problems which can affect people with HIV impede their participation in society. Problems such as HIV stigma, unemployment, poverty, welfare dependency, poor social skills and social marginalisation may combine with poor physical and mental health to negatively impact upon the lives of PLHIV.

People living with HIV have the right to participate in society as full and valued members.

Providing peer support, social support and skills development to PLHIV will create positive health outcomes for PLHIV in Victoria by increasing social, civil and economic participation.

<b>2. Care and Support</b>
<b>2.1 Phoenix</b> <i>Workshop for newly diagnosed PLHIV.</i>
<b>2.2 Quit Smoking workshop</b> <i>Promote wellbeing by providing smoking cessation programs.</i>
<b>2.3 Planet Positive</b> <i>Deliver quarterly social events to support PLHIV in managing a wide range of barriers to social inclusion.</i>
<b>2.4 FLIP – Finance Learning and Independence Program</b> <i>Implement the findings from the review of benevolent programs and launch this new program.</i>
<b>2.5 H.O.P.E.</b> <i>Return to work support workshops for those with mental health issues.</i>
<b>2.6 Healthy Living program</b> <i>Health and wellbeing program.</i>
<b>2.7 HCV/HIV support group</b> <i>To be run in conjunction with Hepatitis Victoria and VAC/GMHC.</i>
<b>2.8 Xmas hampers</b> <i>Fundraise for the production of Xmas hampers for members and their families who are in need.</i>



### **Strategic goal three: Sustained advocacy to combat social disadvantage**

As advocates for people living with HIV we seek to challenge social and policy structures that place positive people at disadvantage, through systemic advocacy on behalf of the broader positive population, and direct advocacy on behalf of individual positive people.

Combating discrimination and stigma, breaking down barriers within our communities and building alliances with like-minded advocates are all central to what we do. We seek to contribute constructively to a public policy environment that protects and enhances the rights of PLHIV, to work with corporate and NGO sector service providers to improve interactions with PLHIV, and to build self-advocacy skills among our members.

#### **3. Advocacy**

##### **3.1 Direct client advocacy**

*Direct client advocacy & referral.*

##### **3.2 Representation**

*Represent PLWHA Victoria on advisory and regulatory structures as appropriate.*

##### **3.3 Policy officer**

*Develop funding proposal and supporting arguments for establishment of a policy officer position.*



#### **Strategic goal four: Effective communications to engage and inform**

Effective communication is central to every aspect of our work, and represents a fundamental core capacity for achieving our organisational mission.

This strategy recognises the centrality of communication as a tool to facilitate interaction between the organisation, its members, partner organisations, service providers and the community; to build awareness of and support for the organisation's activities; and to support our efforts to combat stigma and build awareness of HIV.

<b>4. Communications</b>
<b>4.1 Online presence</b> <i>Review and expand out online presence through consideration of new technologies.</i>
<b>4.2 PosLink</b> <i>Produce the quarterly news magazine.</i>
<b>4.3 Festival/community events presence</b> <i>Provide a PLWHA Victoria presence at nominated community festivals/events, and provide information to event attendees.</i>
<b>4.4 Dance party management</b> <i>Provide volunteers for dance parties to assist with operations and fundraise for the organisation.</i>
<b>4.5 Basics of Public Speaking workshop</b> <i>Host up to 2 workshops this year for our trainee and senior speakers professional development</i>
<b>4.6 Advanced communication workshop</b> <i>Host up to 2 workshops this year for our trainee and senior speakers professional development</i>
<b>4.7 Positive Speakers' Bureau media workshop</b> <i>In partnership with a media provider host a workshop for speakers who are interested in media development.</i>
<b>4.8 Brand development</b> <i>Develop and launch a new brand.</i>
<b>4.9 Membership campaign</b> <i>Update our membership activities including a 'Strength in Numbers' campaign.</i>
<b>4.10 Stigma Campaign</b> <i>ENUF social media and communications campaign designed and launched.</i>
<b>4.11 Annual report</b> <i>Host the Annual General Meeting of the organisation.</i>
<b>4.12 World AIDS Day</b> <i>Coordinate World AIDS Day activities in conjunction with other partners.</i>



**Strategic goal five: Organisational development and governance to deliver quality work**

PLWHA Victoria strives for the highest standards of professionalism, accountability and excellence in its management and governance.

Improving our structures and processes will enable the organisation to purposefully deal with future growth, identify change opportunities and act effectively in response to the changing issues affecting the lives of people living with HIV.

<b>5. Organisation Development</b>
<p><b>5.1 Governance capacity building</b>  <i>Continue to work with on skills building with regards to best practice in community based governance.</i></p>
<p><b>5.2 Enterprise Bargaining Agreement</b>  <i>Develop and work with a staff consultative committee on the negotiations towards an EBA.</i></p>
<p><b>5.3 Policy and procedures manual</b>  <i>Review and update agency policies and procedures in conjunction with staff and Board.</i></p>
<p><b>5.4 Business mentor program</b>  <i>Investigate opportunities for expanded business mentor partnerships.</i></p>
<p><b>5.5 Board performance review</b>  <i>Ensure that all Board members participate in both collective and self-assessment mechanisms.</i></p>
<p><b>5.6 Staff professional development</b>  <i>Ensure that all staff have access to both formal and informal learning and development opportunities.</i></p>
<p><b>5.7 NGO code of good practice</b>  <i>Achieve Code Champion status and complete nine agency self-assessment surveys.</i></p>
<p><b>5.8 Positive Ambassadors Program</b>  <i>Establish a volunteer program for previous directors to elicit their ongoing support and expert insights.</i></p>
<p><b>5.9 AGM</b>  <i>Host the Annual General Meeting.</i></p>
<p><b>5.10 Volunteer Program</b>  <i>Scope the development of a coordinated volunteer program among Coventry House partners.</i></p>
<p><b>5.11 IAC 2014</b>  <i>Continue to participate in coordination and planning activities for the International AIDS Conference 2014.</i></p>