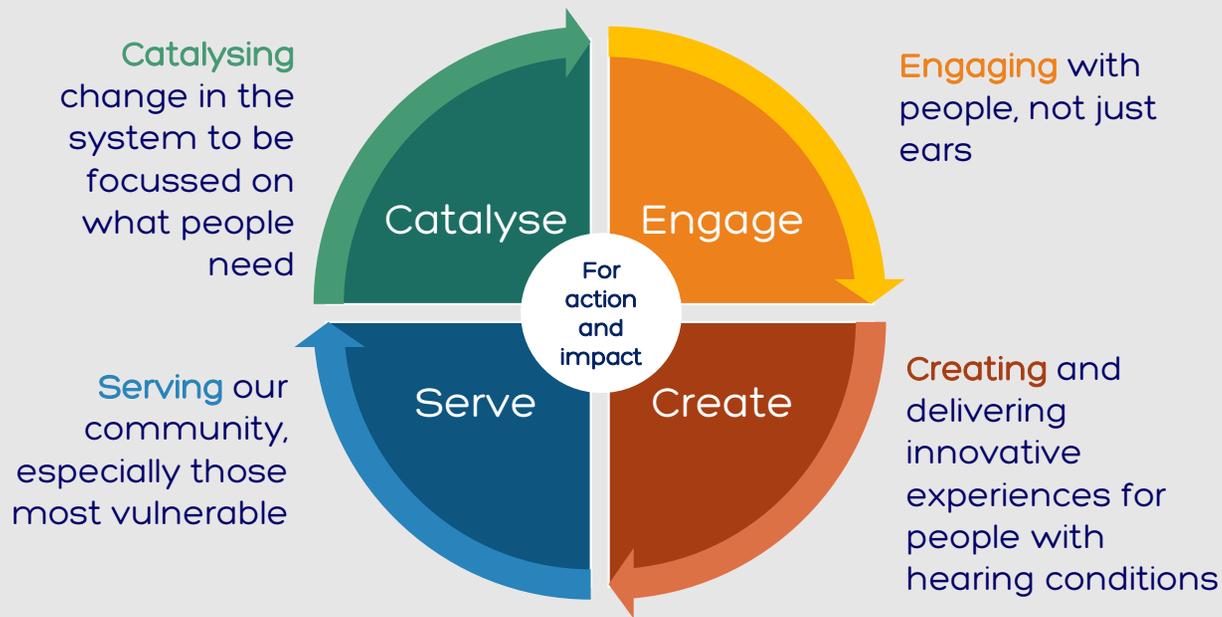




Better Hearing Australia (VIC) Connect . Create . Catalyse Strategy 2019 - 2022

Our **WHY**: To eliminate the social and emotional impact of hearing conditions
Our **WHAT**: We **engage**, **create**, **serve** and **catalyse** for action and impact

**BETTER
HEARING
AUSTRALIA**



Our **AMBITION**: To transform lives, the system, ourselves

WHO we are:

Courageous
Open
Novel
Nimble
Enterprising
Capable
Trusted
Outcomes-focussed
Recognised
Strong

**This document in draft form - ready for your input!*

We are all about eliminating the social and emotional impact of hearing conditions

Better Hearing Australia (VIC) Strategy 2019-2022

We will:

→ Deeply **ENGAGE** with people (not just ears) who have hearing health conditions, with the public and the sector

We are about a whole system approach so we work with people who are impacted by hearing conditions, build our networks and bring others along to ensure we understand and deliver on the needs and expectations of these people

- For example, we will grow and nurture an army of supporters made up of the community, professionals, organisations and Government

→ **CREATE** the future of hearing experiences by taking a truly person-centred and whole systems approach

The sector's current system of devices on ears isn't serving people well enough. We will create the New Way. The New Way will create awareness, understanding and empathy across the community about living well and connected with hearing conditions.

- For example, we will follow co-design and inclusive principles in innovate the experience that the public should expect. We will create and enhance opportunities for connection and participation, connect people with services, support and information, and propagate empathy and understanding for hearing wellbeing in the community.

→ **SERVE** people impacted by hearing health conditions

Ultimately we exist to serve the needs of people who are impacted by hearing conditions. We have a particular passion for ensuring the needs of those most vulnerable are met.

- For example, our programs fill a gap in current services for the public broadly, but also offer unique service for people who otherwise 'miss out' or who are disadvantaged financially, educationally or culturally.

→ **CATALYSE** change in the system and the community to be focused on what people really need to be connected and healthy

The system needs changing. Instead of being geared to what is best for people, it is geared around providers preferences, profitability and systemisation.

- Stigma and limited access to quality information, services and support means that the community as a whole don't act on hearing conditions despite the impact on health and wellbeing. We provide the essential link between people with hearing conditions and Government, policy and service providers. We lobby, agitate, and question the *status quo* because we are independent and represent those impacted by hearing conditions. We are passionate about change.

YEAR 1:

Connection

YEAR 2:

Creation

YEAR 3:

Catalyse