

AMB330 Digital Portfolio

Client Brief

Semester 2, 2019

Client: Health Consumers Queensland (HCQ)

Product(s): Information – the client delivers information via training, information campaigns, written resources, and relationship building.

Digital offerings:

- Web site (<http://www.hcq.org.au/>)
- MailChimp newsletters
 - weekly eAlert (<https://us11.campaign-archive.com/?u=0924173f228922846cbc0ee38&id=d34c4e16be>)
 - monthly eNews (<http://www.hcq.org.au/news-events/e-news/>)
- Facebook (<https://www.facebook.com/healthconsumersqueensland>)
- Twitter (<https://twitter.com/hcqconsumerorg?lang=en>) (abandoned)

Background

HCQ is a government-funded not-for-profit organisation and registered charity that works towards improving healthcare outcomes for Queenslanders. Its focus is to promote and support partnerships between the people who use the health system (health consumers) and the health system itself. HCQ recently celebrated 10 years of operation.

Marketing objectives

HCQ's aims are to raise awareness of its services and resources, and to promote the concept of consumer partnerships. Part of this strategy is to encourage people to become members of the HCQ network. HCQ seeks to increase the number of people registering on its network, particularly the groups listed below.

HCQ would like its website to become the first resource that people both in Queensland and around Australia think of when they are looking for resources or information on health consumer partnerships.

At present, HCQ's social media presence is limited to Facebook. It produces two newsletters (one monthly, one weekly) that are distributed to its Queensland-wide network of 2500 people. These newsletters are designed and distributed via MailChimp.

It maintains a Wordpress website. This website was developed by an external designer around five years ago, and no longer suits the purposes of HCQ.

Target audience/s:

HCQ's target audience is split neatly into 2 groups: staff of health services, and health consumers/carers (see consumer representatives: <http://www.hcq.org.au/for-consumer-representatives/>)

For current audience, see demographic data on the next page. HCQ is particularly looking to increase membership among specific groups, including:

- Culturally or Linguistically Diverse people
- Aboriginal or Torres Strait Islander people
- Those living outside metropolitan areas

- Under 30 years of age
- Men
- Staff in health services

Main competitors for this target audience: None – HCQ is a specialised service. While not competitors, HCQ has corresponding organisations in other states.

Creative considerations:

- Because of its varied audience and its status as a government-funded and consumer-centred organisation, HCQ needs to be mindful of accessibility issues (including vision impaired, lack of Internet access, and English as a second language).
- Placement of promotional materials and inappropriate or unethical content is also something to be careful of. For example, association with pharmaceutical companies could be very detrimental to HCQ's reputation.
- HCQ has established branding guidelines that need to be adhered to.
- Photographic images need to be considered carefully. A variety of ages, cultures, abilities and so on need to be included. Avoid using only images of young, slim, able-bodied Anglo heterosexual people.
- HCQ is a very small team with high demands on time and resources. With no one person dedicated to marketing, its strategy needs to be highly efficient with low time requirements.
- **Special requests:** HCQ's website is a primary site for hosting a variety of resources that seek to be known as a reliable source of information for people around Australia who are working in health. The website is about to undergo a comprehensive review. In addition to advice on the website and SEO, a primary focus of media strategy is to direct traffic to the website.

Network demographics

Total Membership	2594	
DIVERSITY		
Culturally or Linguistically Diverse	179	7%
Aboriginal or Torres Strait Islander	86	3%
Identifies as having disability	285	11%
Disability carer	229	9%
REGIONS		
Outside metropolitan area	483	19%
Within metropolitan area	898	35%
Not Identified	1213	47%
GENDER		
Female	1398	54%
Male	371	14%
Intersex	4	0.2%
Not Identified	821	32%
AGE		
16-24	36	1%
25-29	77	3%
30-39	196	8%
40-49	376	14%
50-59	338	13%
60-69	166	6%
70+	92	4%
ROLE		
Staff member of Hospital and Health Service	580	22%
Health consumer	1006	39%
Carer	305	12%

STRATEGIC DIRECTION 2018-2023

MISSION

Health Consumers Queensland enables and empowers consumers to influence, lead and drive better health outcomes

VISION

Consumers and community partnering with the health system for consumer-centred health care for all Queenslanders

VALUES

Leadership
Positive Impact
Fairness
Innovation
Partnership
Zing/Zest

Our Six Strategic Objectives

1. Enabling health consumers and healthcare staff statewide

We build consumer, staff and system capacity to design a health system together through collaborative, integrated and consumer-centred approaches by providing support, strategic advice, training and advocacy.

2. Acting as an agent of change for consumer-centred health care

In partnership with consumers and healthcare staff, we act as a strong voice on system wide issues to influence key decision makers, policies and models of care to deliver a high quality consumer-centred health care system for all Queenslanders.

3. Enhancing effective partnerships

We develop and grow effective organisational partnerships locally, nationally and internationally to achieve consumer-centred health care for all Queenslanders.

4. Building and using evidence

We support consumers and staff to be involved in co-creating the evidence base for health system development and transformation. We act on the evidence of the human lived experience of the health system to build capacity of consumers and to leverage system change.

5. Being transparent and enduring

We demonstrate transparency and responsiveness on behalf of consumers, community and our funders. We maintain strong leadership and governance to assure organisational sustainability and longevity. We support the passion, energy and courage of our staff and members of our Network.

6. Addressing the social determinants of health

We acknowledge that systemic reform of the health system requires recognising the social determinants of health and co-designing models of care that address them.

Areas of Focus

Our areas of focus in implementing our strategic objectives

In partnership with consumers (including vulnerable groups) and staff, we act as a strong voice on system wide issues such as:

- **Healthcare Rights:** Breaches of healthcare rights which prevent fair, just and affordable access to healthcare;
- **Quality & Safety:** Where quality and safety and/or consumer experiences are of concern;
- **Healthcare Standards:** Embedding healthcare standards around consumer engagement, comprehensive care and health literacy; or
- **Systemic Issues:** Complex, difficult or contentious systemic issues.