

This Strategic Plan has been reviewed February 2025 and remains current.

Our Why

Enabling people to live healthier for longer

Our Priorities

- Heart Disease
- Lung Disease
- Mental Health
- Ageing
- Special Projects

Our Strategies

- 1**
Maximise philanthropic income by acquiring, retaining and nurturing corporate and community donors.
- 2**
Maximise awareness of The Prince Charles Hospital Foundation Brand(s) by attracting loyal and engaged supporters and advocates to drive donation consideration.
- 3**
Improve existing, and create new profitable and sustainable social enterprises.
- 4**
Sustainably back our people, our researchers, and hospital innovation projects to their completion.

Funding \$24M of research and patient care over the 4 year plan

We operate in an ethical manner with consideration to our ESG principles.

- Environmental sustainability
- Health, safety and wellbeing
- Sustainable Investments
- Resisting Modern Slavery
- Local first
- Health and wellness
- Cultural capability

We anchor our culture to these five values.

- WE ARE TRANSPARENT
- WE ARE COLLABORATIVE
- WE ARE INNOVATIVE
- WE ARE SUPPORTIVE
- WE CELEBRATE DIVERSITY