

# LiverWELL Vision: Liver health for all

## 2030 Strategic Goals

Hep B & C eliminated in Australia

Improved liver health outcomes for all Australians

Health system reflects increased priority on improving liver health; funding & clear pathways

Consumers feel empowered & supported to navigate improved liver health journeys

Health, community and research sectors mobilised to deliver improved liver health outcomes

LiverWELL champions consumer voice for liver health

## Horizon One (2023/25) Strategic outcomes

Consumer voice informs all of our work

Vulnerable and at risk communities better supported to access care

Demonstrable value created through government, research & health sector partnerships

LW establishes national profile to mobilise action on SLD

Increased engagement & effort dedicated to liver health

Income diversification plan developed; diverse funding secured

Outcome & impact framework developed and embedded

## Key activity areas

Community Activation

Workforce Development

Awareness Raising and Prevention

Linkage to care

## Key capabilities & enablers

Outstanding partner & collaborator

User experience & consumer voice deeply embedded

Data driven design; robust evidence base M&E for impact

Engaging and compelling communication

Effective advocacy, influencing & mobilizing

Systems & processes to build org knowledge

Strategic, agile, & future focused systems thinking

### Brand

Engaging, Recognisable, Relatable, Relevant

### Values

Respect, Inclusion, Collaboration, Impact

### Culture

Enabling, Consumer centric, Innovative