

Braemar Charitable Trust

Strategic Plan 2021 - 2025

Improving Health Outcomes for Waikato
Communities

Our Vision

Improving health outcomes
for Waikato communities

Our Mission

To successfully deliver our charitable
purpose – and by doing so, to support
and strengthen the Braemar brand.

Our Values



Purpose Driven
– our actions
deliver positive,
impactful outcomes
that realise our
charitable purpose



Respectful – we
openly and fairly
listen to and consider
the opinions of
each other and
stakeholders



**Continuous
improvement** – we
are willing to
challenge the status
quo, aspire to best
practice and strive to
improve outcomes




Integrity and Honesty
– we act in good faith
in accordance with
our “moral compass”
and are prepared to be
held accountable





**Clear, constructive
communication**
– we enable
understanding through
open and authentic
engagement


Our Guiding Principles

 We demonstrate best practice
fiduciary care to protect the
long-term interests of the Trust.

 We endeavour to risk mitigate
all of our activities and
actions and act prudently and
responsibly at all times.

 The ongoing strength and
performance of Braemar
Hospital is a significant focus
as it represents our sole
source of income. Its success
is our success.

 We are deeply and firmly
committed to health outcomes
in the Waikato.

 We are committed to the
principles of Te Tiriti o
Waitangi.

The key focus for our charitable activity

People in our community who face health inequities or barriers to accessing health services.

The Five Pillars of Our Charitable Purpose

Improving health outcomes for Waikato communities through:



The encouragement and furtherance of **medical research**



The development of **medical knowledge**



Providing and developing **medical facilities** including hospitals



The encouragement of the use of such medical facilities including by way of **grants or free or subsidised medical assistance** achieved through the Braemar Charitable Surgery Programme



And such **other purposes as are considered charitable under the laws of New Zealand**

What this looks like in practice

Outcome 1: Investing in medical research to reduce inequalities, barriers to access and ensure BCT charitable activities are aligned with community health needs both now and in the future.

Outcome 2: Strengthening health capability and capacity in our region-growing our people, our reputation and our impact.

Outcome 3: Braemar Hospital is a successful company, Waikato's leading private hospital and delivers a competitive return to enable BCT to maximise impact through its charitable activities.

Outcome 4: The Braemar Charitable Surgery Programme provides life changing surgery to those who face barriers to accessing timely procedures in the public system

Outcome 5: Leverage BCT funds through partnerships and collaboration with community groups, other funders and business, to maximise positive impact on health outcomes in our region.

Outcome 6: Grow BCT funds to \$10 million by 2025.

Outcome 7: Strong and Sustainable Governance and Operational capability.