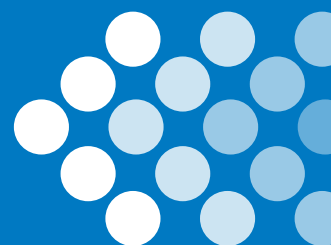


STRATEGIC PLAN





OUR VISION

We will transform the lives of children, young people, families and all of those affected by IBD and will lead these communities to increasing connectedness. Crohn's & Colitis New Zealand is a growth focused and sustainable organization which innovates and is responsive to opportunities to optimize and support the well-being of those affected by IBD.



OUR MISSION

We make lives more liveable for everyone in New Zealand affected by IBD. We offer information channels, education and support networks and provide a structure around which people can unite to raise awareness of these diseases. We seek to enhance their capability to live in a positive and hope-filled environment which will contribute to their happiness and help them feel empowered to maximize their potential and realize their life goals.



OUR CORE VALUES

- Empathy
- Integrity
- Courage
- Aspiration



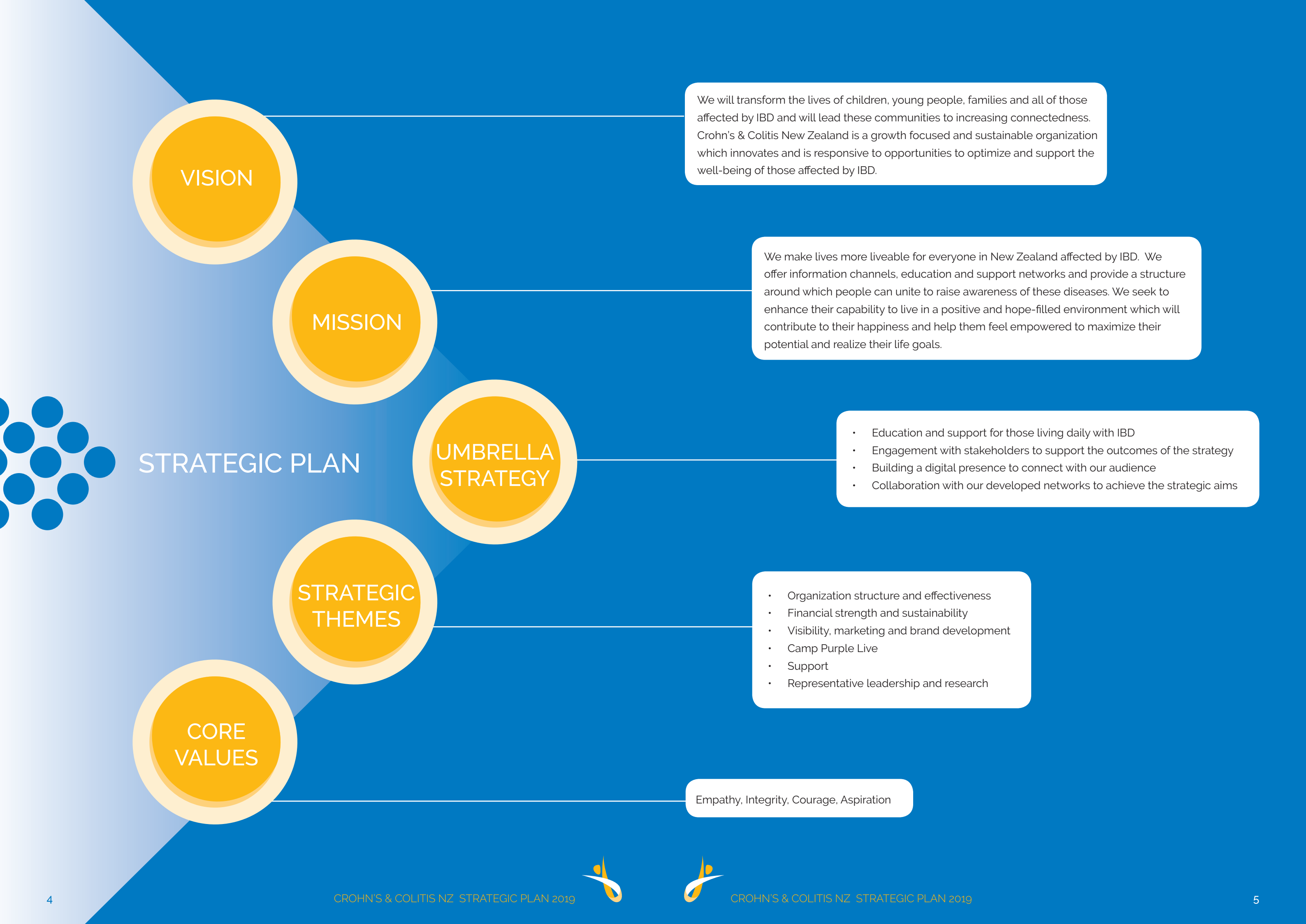
UMBRELLA STRATEGY

- We will build sustainable capacity and capability in a responsive and innovative structure which will transform the lives of those affected by IBD. This structure will comprise six core strategic themes. Each theme will be prioritized with an associated resource, funding and action plan.
- We will support the well-being of those affected by IBD by raising awareness of the disease and connecting those affected.
- We will implement a plan that supports funding and representative leadership and research, builds support networks, national awareness campaigns and information channels and education.
- The plan will comprise:
 - Education and support for those living daily with IBD
 - Engagement with stakeholders to support the outcomes of the strategy
 - Building a digital presence to connect with our audience
 - Collaboration with our developed networks to achieve the strategic aims



STRATEGIC THEMES





1. ORGANIZATION STRUCTURE & EFFECTIVENESS

Build an effective and sustainable national structure that incorporates an appropriate best practice governance and operational framework while balancing innovation and growth with the management of risk.

We will know we are successful when:

- The organization and board structure is fit for purpose and reviewed regularly
- The organization will be resourced to meet the strategy and organizational risk will be effectively identified, managed and monitored

2. FINANCIAL STRENGTH & SUSTAINABILITY

Build a financially sustainable organization while seeking aspirational opportunities to enable further financial growth.

We will know we are successful when:

- A target to generate one year's operational expenses in reserve over three years will be achieved
- Income growth opportunities will be explored in line with our organizational philosophy and values. This income will be used to deliver exceptional support services and resources to the IBD community

3. MARKETING & BRAND DEVELOPMENT

Build, protect and leverage our brand to increase awareness of IBD and to support the growth of CCNZ.

We will know we are successful when:

- When people affected by IBD think of Crohn's & Colitis NZ as their prime source of support and we have increased general awareness of IBD and its impact on people's lives



4. CAMP PURPLE LIVE

Deliver an annual Camp Purple Live event that will support the IBD community to move from isolation to connection by normalizing the disease, creating and building enduring friendships and providing a collegial and collaborative community network.

https://www.youtube.com/watch?v=uin88vOE7_s

We will know we are successful when:

- We tell personal stories that 'paint the picture' and articulate just how Camp Purple makes a positive change to people's lives
- Our volunteer workforce is effective, motivated and well-trained and we attract repeat volunteers, parents and campers
- We build strong alliances with like-minded NGO's with a focus on collaboration
- Camp Purple is the recognized support service for those aged between 9 and 17 and their families
- We have built a network of young people between the age of 18 – 30 who support each other and build what will be #retreatpurple NZ
- #retreatpurpleNZ offers a natural trajectory from Camp Purple and is part of a suite of support offerings for young people and their families



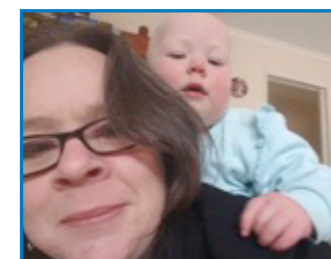
Andrew Day
Camp Purple Chair



Dr Richard Stein
CCNZ Co-Chair



Viv Gurrey
Chief Executive Officer and
Viarni Bright (left)
Ambassador



Nicola Thomson
Camp Purple
Administration



Belinda Brown
Camp Purple Coordinator





5. SUPPORT

We will develop a comprehensive and effective support network for everyone living with IBD in New Zealand with a focus given to key targeted populations.

Support will focus on collaboration, engagement, digital and education and will be offered using a number of mechanisms best suited to the user.

SUPPORT GROUPS

- The relationship between CCNZ and support groups is a 'marriage' based on shared values, trust and a common goal and vision
- Crohn's & Colitis NZ will assist in building the capability and capacity of the support groups to provide information, knowledge and awareness to those who live daily with the diseases
- CCNZ will support groups in the objectives of this common goal by processes, resources, an association of reputation and wider advocacy aims
- We want our support groups to thrive and we will offer a resourcing and nurturing role to assist in our common mission, vision and goals
- We will encourage representation from our support groups as part of our governance team to ensure those affected by the disease have input into the future direction of the support service
- Each support group will operate independently with consistent branding under the national umbrella

We will know we are successful when:

- Education, awareness and information about the diseases is freely available and each person affected by the disease feels safe and supported in their journey
- Our support groups have access to digital and face to face resources
- Regional support groups offer volunteer-led education and networking events
- #retreatpurpleNZ is offered as a dynamic weekend that builds support networks, increases knowledge on health and supports participants to gain useful life skills as we build an active volunteer network for the 18 -30 age group
- A safe online community provides support for those with the diseases, family and friends
- No one stands alone as they live with IBD

North Island

Whangarei: whangarei@crohnsandcolitis.org.nz

Auckland: auckland@crohnsandcolitis.org.nz

Bay of Plenty: bop@crohnsandcolitis.org.nz

Waikato: waikato@crohnsandcolitis.org.nz

Taranaki: taranaki@crohnsandcolitis.org.nz

Hawkes Bay: hawkesbay@crohnsandcolitis.org.nz

Rotorua: rotorua@crohnsandcolitis.org.nz

Wairarapa: wairarapa@crohnsandcolitis.org.nz

Manawatu: manawatu@crohnsandcolitis.org.nz

Wellington: wellington@crohnsandcolitis.org.nz

South Island

Nelson: nelson@crohnsandcolitis.org.nz

Canterbury: canterbury@crohnsandcolitis.org.nz

South Canterbury:
south_canterbury@crohnsandcolitis.org.nz

Otago: otago@crohnsandcolitis.org.nz

Southland: southland@crohnsandcolitis.org.nz

6. REPRESENTATIVE LEADERSHIP

To be the leading organization of influence in the IBD sector optimizing the well-being of patients and their families and an active participant in the drive to find a cure.

We will know we are successful when:

- Crohn's & Colitis NZ provides funded secretariat services for the National IBD Care Working Group and delivers the outcomes and recommendations of the IBD Burden of Disease report (2017)
- Crohn's & Colitis NZ establishes credible leadership in the sector, built via collaborative relationships with those who influence the primary care sector and health disciplines such as pharmacy and GP's
- A national and integrated database for health care providers and clinical teams is in place
- NZ adopts a complication intervention and prevention approach through the building of clinical teams to meet the needs of diagnosis and care of those impacted by IBD
- We are part of defining an ideal clinical model and standards for care
- We support a strong publicly funded provision of health services for IBD and the opportunity to work in a collective manner between the private and public sector with respect to challenges around workforce and resources for care
- Crohn's & Colitis NZ is at the forefront of the latest international research and care models by membership, involvement and participation in EFCCA (European Federation Crohn's and Colitis Association)



Viv Gurrey (CEO CCNZ), Dr Richard Stein (Co - Chair CCNZ),
Brian Poole QSM (Co - Chair CCNZ),
Nicole Thornton (CCNZ Youth Ambassador) and Hon Trevor Mallard
(Speaker of the House).

Presentation of Toilet Access petition to the Health Select Committee 2018.



Nicole (Youth Ambassador) and the
Hon David Clark (MP)



Our Team



Viv Gurrey
Chief Executive Officer



Shavez Parkinson
Operations Project
Manager

Board of Trustees

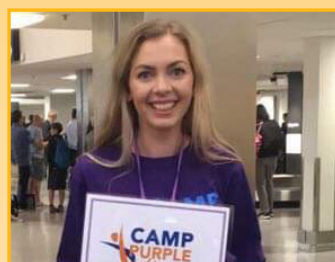


Brian Poole QSM
CO-CHAIR, Wellington



Dr Richard Stein
CO-CHAIR, Wellington

Camp Committee



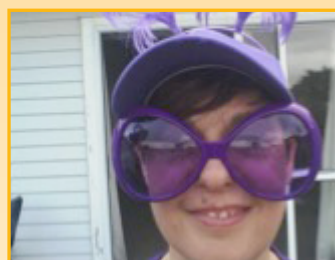
Dana Smith, RN
Camp Purple Medical Team and
#retreatpurpleNZ Coordinator



Belinda Brown
Trustee, Auckland



Charmaine Rees
Treasurer, Wellington



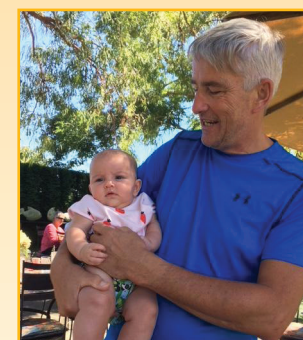
Karen Murdoch, RN
Camp Purple
Medical Team



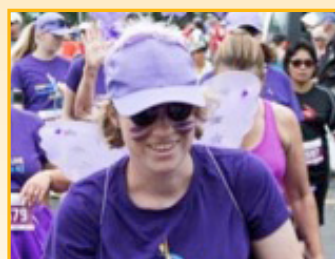
**Courtney
Leonard-Wheeler**
Camp Purple
Volunteer



Dana Smith, RN
Trustee, Dunedin



Dr Malcolm Arnold
Trustee, Hawkes Bay



Helen Legge
Camp Purple
Volunteer



Hannah Morton
Camp Purple
Food Coordinator



Special thanks to



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