

Police Health



YOUR HEALTH FUND

**STRATEGIC**

**DIRECTIONS**

**EXTRACT**

**FOR 2008 - 2011**

22 August 2008

## INTRODUCTION

The Board of Directors remain extremely conscious of the values underpinning the Fund and currently reflected in its organisational values. These values remain as relevant today as they were over 70 years ago when Mr P J Bourke, the inaugural Hon. Secretary of Police Health and the then President of the Police Association, in the Police Journal 25 September 1935 wrote: -

*“Even if we, as individuals do not require at any time, the advantages gained by being members of such a laudable scheme, it will be of benefit and great service to some less fortunate comrade who has been with us through the storm and stress of the fight for the emancipation of policemen’s rights, and to-day we must stimulate every effort and improve upon such effort which has for its objective the alleviation of the suffering of sick police officers who have a warm place in the respect and affection of every member of our service”.*

Governance of Police Health is vested in the Board of Directors. They govern in accordance with the highest standards of professionalism, probity, diligence and excellence on the basis of regular advice from:

- Leadership Team,
- Private Health Insurance Administration Council (PHIAC),
- Health Insurance Restricted Membership Association of Australia (HIRMAA),
- Australian Institute of Company Directors (AICD),
- PKF our external auditor,
- David Torrance our appointed actuary, and
- Donaldson Walsh our solicitors.

Members of Police Health have entrusted the responsibility of overseeing the management of its activities and affairs to the Board of Directors.

The Board of Directors each year clearly and precisely articulate their strategic plan for Police Health for the coming three years and link this plan to the current business directions.

# HISTORY

The South Australian Police Employees' Health Fund Incorporated was established in 1935, as an incorporated association under the Associations Incorporation Act South Australia (1985) and was registered under the National Health Act as a South Australian Police employees "restricted membership" hospital benefits organisation.

In 1938 it was agreed by Commissioner of Police, Brigadier General R Leane and President of the Police Association, Mr P J Bourke that membership of Police Health should be a condition of employment.

Under the terms of its registration, it is restricted to providing private health insurance, principally to employees and former employees of Australian Police Services and their dependents.

The Fund registered "Police Health" as a certified Business Name with the Office of Consumer and Business Affairs on 19 June 1996.

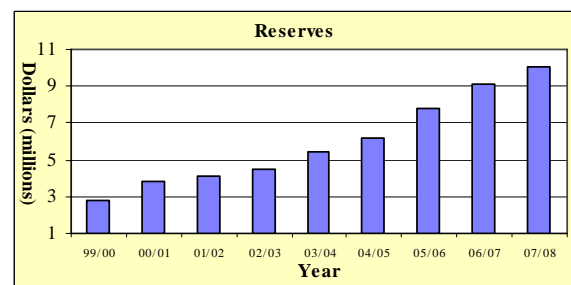
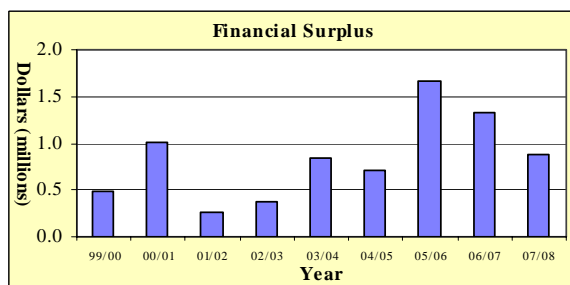
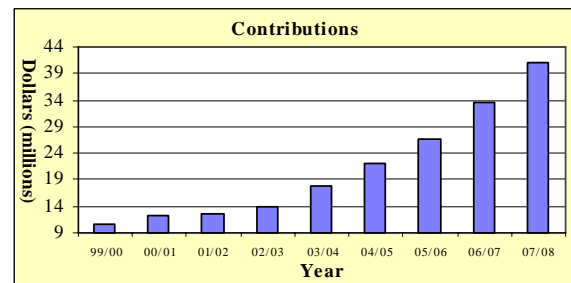
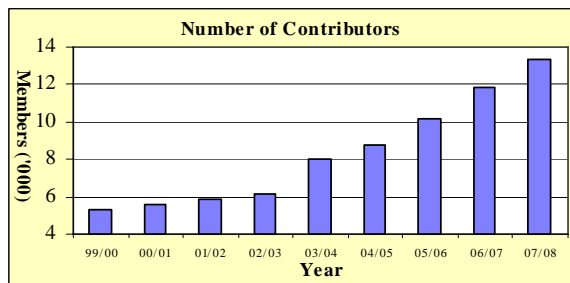
On 1 July 1996 the Fund commenced offering extras cover to its membership in addition to the hospital tables.

On 16 December 1998, the Commissioner of Police announced the cessation of the condition of employment that required serving police officers to be a member of one of Police Health's hospital tables.

On 1 December 2001 the Board of Directors amended Police Health's By-laws to allow for other Australian Police Services employees to become contributors.

Police Health commenced marketing to Northern Territory Police Service on 1 December 2001 and the Queensland Police Service on 1 July 2003, Western Australia Police on 1 November 2005 and most recently Tasmania Police on 1 March 2007.

To service the needs of our 13,000 contributors we presently have an approved staff establishment of 22.8 FTE's.



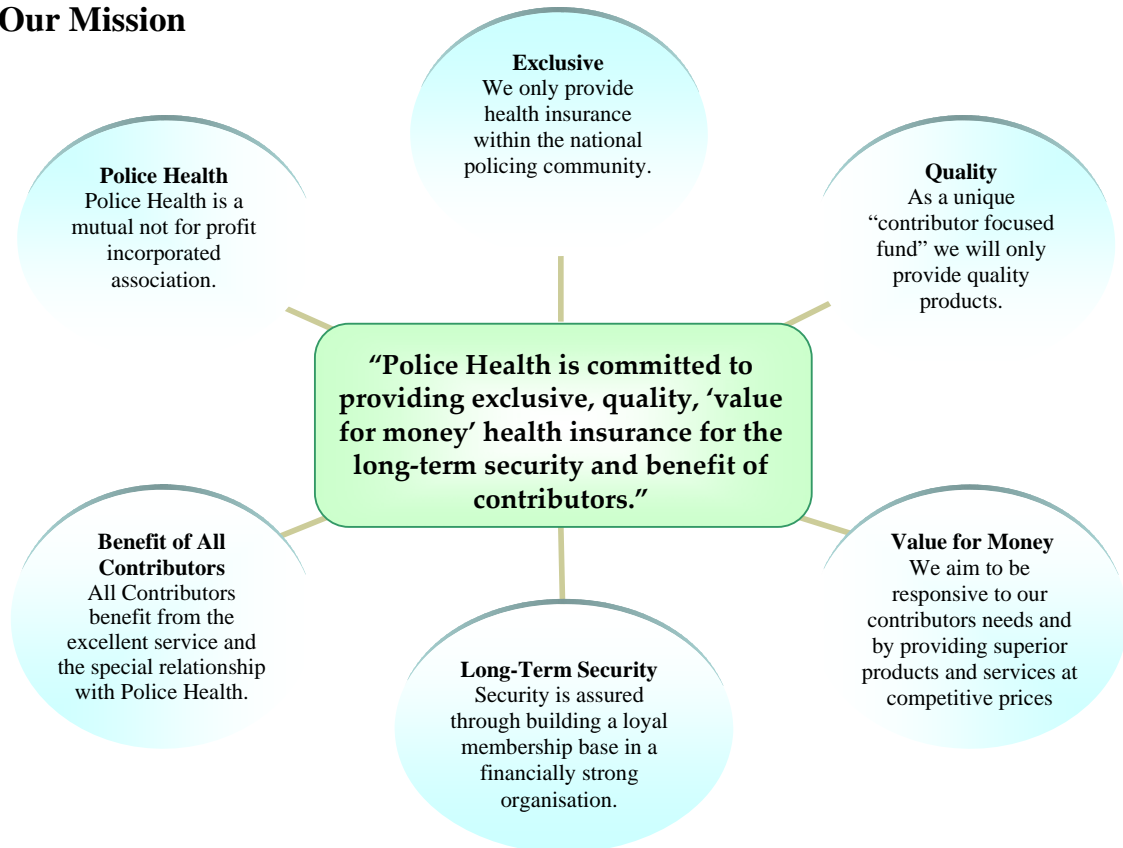
# STRATEGIC OVERVIEW

The Strategic Plan for 2008 - 2011 is written to formulate a clear and precise direction for Police Health, focusing at all times on the Fund's Vision, Mission, Organisational Values and Strategic and Business Foundations.

## Our Vision

**"To be the preferred health insurer of the national policing community."**

## Our Mission



## Our Organisational Values

All Board decisions are made having regard to Police Health's organisational values.

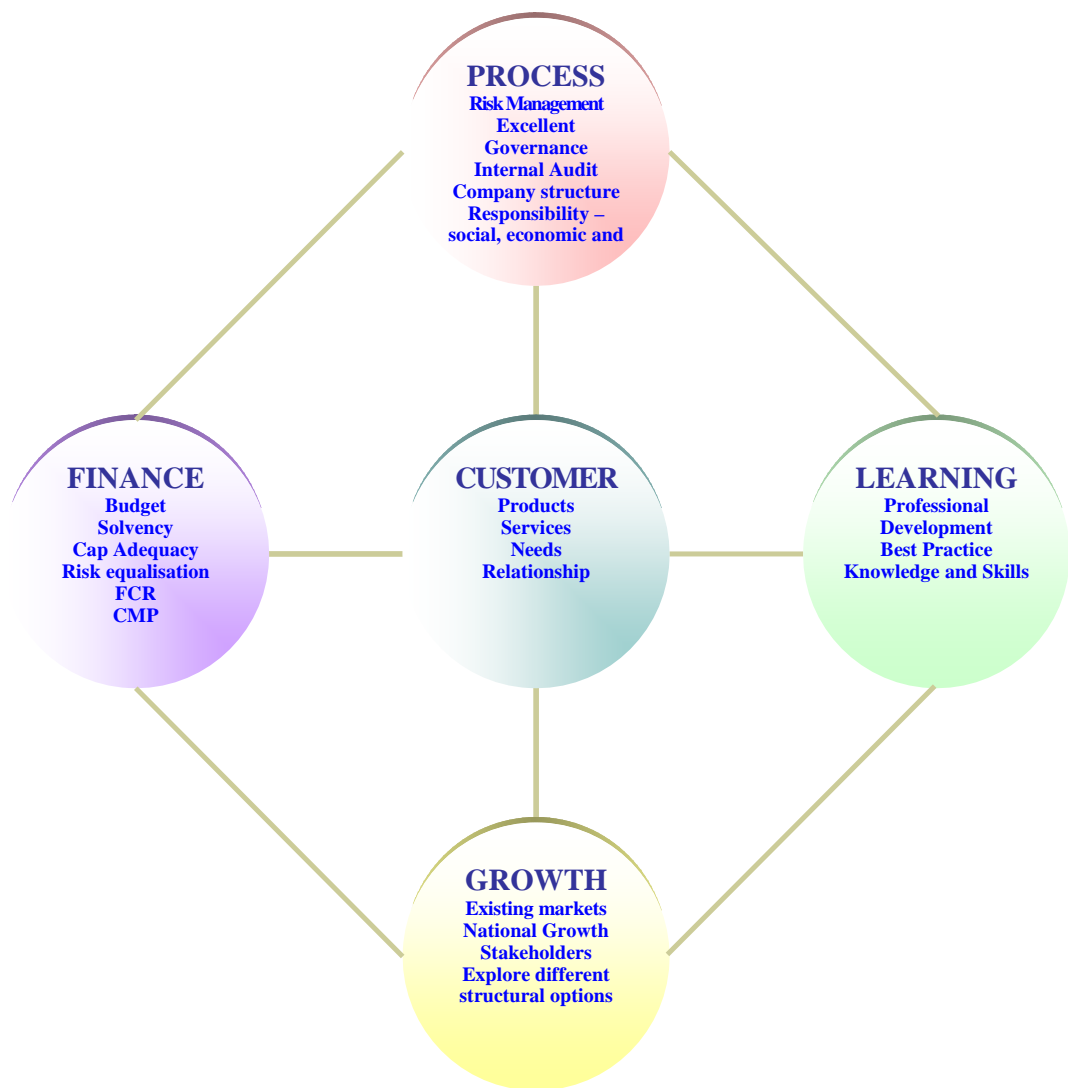
- A provider of "value for money" services and products
- Sound financial and commercial managers
- Accessible and responsive to contributor needs
- Friendly, caring, compassionate and personal
- Open to change, appropriate new technology and continuous learning
- Transparent and open in communication
- Socially and environmentally responsible
- An employer who values its employees and contributes to their personal and professional development
- Fair, equitable and confident in our dealings
- Leaders influencing private health insurance policy
- A continuing part of the national policing community, in recognition of our heritage
- Engender a compliance culture and
- Promote and support mutual organisations

# POLICE HEALTH'S BALANCED SCORECARD

The strategic plan and directions for Police Health during 2008 - 2011 has been categorised into five clearly defined and interrelated key result areas: -

- Customer,
- Financial,
- Process,
- Learning, and
- Growth.

The Board of Directors has identified a number of tangible directions with appropriate actions articulated in the business plan for each of these interrelated key result areas. The interrelated key result areas are illustrated diagrammatically below.



## STRATEGIC DIRECTION FOR 2008 – 2011

Pivotal to providing prudent sustainable management of the affairs of Police Health is the development of an unambiguous and transparent strategic direction. This strategic direction is essential to guide the Leadership Team in the formation of objectives that complement this strategic direction.

During the next three financial years Police Health's Board of Directors for the benefit of contributors seek to:

<b>Key Result Area</b>	<b>Direction</b>
Customer	Build on the special relationship between Police Health and its market through the maintenance of quality, "value for money" products and the continuous improvement in our service ethos and business practices.
Growth	Continue Police Health's national growth strategy to ensure financial security and quality of service for contributors.
Learning	Support a culture of organisational learning and continuous improvement, which takes into account personal and professional development.
Process	Ensure excellence in corporate governance, financial, risk management practices and social, economic and financial responsibility through continuous improvement.
Finance	Maintain appropriate resources, policies, procedures and reporting to ensure effective and prudent financial management.