

# Strategic Plan 2011 - 2013





**Specialists Without Borders (SWB)** is an Australia-based non-profit organisation with the aim of improving health outcomes and enhancing the sustainability of medical service provision in developing countries. The organisation works to empower local communities and reduce poverty through the delivery of specialist-led training programs for health-care personnel, as well as fundraises for health-care resources.

Working in full partnership with local communities and health care services, SWB co-ordinates an international body of medical specialists committed to the provision of medical education and the promotion of sustainable health care solutions.

Working within the context of the United Nations Millennium Development Goals (MDGs), SWB's vision is to reduce the negative impacts of poverty, poor healthcare and inadequate service delivery, especially as it relates to paediatric and maternity care.

Over the following three years, SWB will deliver the organisation's vision by focusing on the following four key areas of activity:

- Medical Education
- Healthcare Resourcing
- Advocacy & Information-Sharing
- Organisational Structure.

A handwritten signature in black ink, appearing to read 'Paul Anderson', written over a light blue horizontal line.

**Dr Paul Anderson**  
Chairman, SWB Board of Directors  
November 2010



## Key Aim:

To improve the skills, knowledge and technical ability of medical professionals within developing countries through SWB's medical training program.

## Key Performance Indicators:

- Development of a high-quality, cost-effective medical education curriculum
- The facilitation of relationships with the relevant authorities and specialist bodies to help promote the bilateral exchange of education and training
- Assessing seminars as appropriate in content and delivery to the local community
- Increasing the amount of global specialists registered with the organisation to deliver training
- A significant increase of on-line educational materials available on the SWB website
- The continued development of feedback and evaluation methodologies on training development and content.



## BUREAUX DES CHIRURGIENS

### Key Aim:

To improve the resourcing of both community healthcare infrastructure and developing country medical personnel.

### Key Performance Indicators:

- Appropriate profile-raising and fundraising activities for SWB's Hospitals of Hope Africa Project
- The development of an appropriate time-line for the Gisenyi Hospital project build
- The formulation of a project proposal for SWB's Textbook Project
- The facilitation of relationships with Australian medical student bodies and counterparts in developing countries
- The establishment of a database of agencies and organisations currently working to provide resources to developing country medical personnel
- The development of adequate project feedback and evaluation methodologies.



### 3. Advocacy & Information-Sharing

#### Key Aim:

The continued profile-raising of SWB's activities and involvement in global medical education and aid networks, to enhance the sustainability of medical service provision in developing countries.

#### Key Performance Indicators:

- Increased marketing amongst medical specialists
- Increased marketing within the corporate and philanthropic sectors
- Enhanced standard of organisational publications and communications materials
- Increased participation in Australian and global health education and aid networks and forums
- Increased collaboration with agencies and organisations working in the same field
- The generation of additional revenue streams through a streamlined Marketing and Fundraising Strategy.





Specialists Without Borders

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### SWB Board of Directors:

Dr Paul Anderson (Chair)  
Ms Megan Coupland (Company Secretary)  
Professor Jegan Krishnan  
Mr Craig Need  
Mr Trevor Walker

### SWB Executive Committee

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Dr David Birks  
Dr Kate Drummond  
Dr Katherine Edyvane  
Professor Jegan Krishnan  
Professor Suren Krishnan