



Strategic Plan

2024 - 2027

Our Vision

We seek to give every child, teenager and adult in Australia with Childhood-onset Heart Disease a fighting chance to live a long, healthy and fulfilling life

Our Purpose

Support people with CoHD and their families navigate their unique journey through life

Our Motivation

Heart disease is a leading cause of death and hospitalisation of Australian babies. HeartKids fights for those babies born with CoHD, and we continue to help them for life

80,000

Australians diagnosed as living with CoHD

3,000

babies born each year in Australia with CoHD

8

families are impacted every day

4

children who die from CoHD in Australia every week

3

A baby is born every three hours in Australia with CoHD

0

There is no known cure



Strategic Priorities



Future Support Model

HeartKids will implement and evolve a model of support that is understood by the community and consistently applied, resulting in improved outcomes for the CoHD community



Digital Transformation

HeartKids will improve digital systems to ensure effective delivery of our Model of Support and engagement with key stakeholders to expand our reach



Stakeholder Relations

We will develop productive relationships with government, philanthropic and corporate stakeholders and demonstrate impact of funded initiatives delivered by HeartKids



Brand Impact

We will raise the national awareness and understanding of CoHD and its impact on patients, families and carers



Future Funds

We will build an organisation that is appropriately resourced, financially sustainable and able to fund its agreed strategic priorities