

• • Foundation Director

• • *New role – iconic name*

• St Vincent's Public Hospital Melbourne and St Vincent's Private Hospital Melbourne are part of St Vincent's Health Australia under the stewardship of Mary Aikenhead Ministries. In the light of an ambitious strategy for the further development of facilities in Victoria, St Vincent's Health has reconfigured the responsibilities of its Foundation to encompass public, private and aged care operations in this state.

• Reporting to the Chief Executives of St Vincent's Public Hospital and St Vincent's Private Hospital, you will lead and motivate a dedicated team spanning all facets of fundraising, with an emphasis of supporting major capital projects.

• An accomplished income generation professional, your success in attracting donations is predicated on the connections you bring with you, as well as your own gravitas and influencing abilities. While alignment to the St Vincent's ethos is a critical success factor, a background in the health sector is not a prerequisite.

• Please view the Position Description on www.brookerconsulting.com.au and send a brief CV (Word format, up to 5 pages) to career@brookerconsulting.com.au or ring Jeremy Wurm on 03 9602 1666, in confidence.

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Position Description

Director

St Vincent's Health Australia Foundation Victoria



The Organisation & Mission:

St Vincent's Health Australia:

St Vincent's Health Australia is the nation's largest Catholic not-for-profit health and aged care provider. We are a clinical, research and education leader working in private hospitals, public hospitals and aged care services in Victoria, New South Wales and Queensland. We are proud to serve as a ministry of the Catholic Church in Australia under the stewardship of Mary Aikenhead Ministries. St Vincent's Health Australia employs around 18,400 staff and operates more than 2,600 hospital beds and 1,100 residential aged care places. In our hospitals, we provide more than 1 million episodes of care for patients each year.

St Vincent's Public:

St Vincent's Hospital Melbourne (SVHM) is a leading teaching, research and tertiary public health service, which employs more than 5,000 staff across 18 sites throughout Melbourne and St Vincent's Private Melbourne (SVPM) with 500 registered beds and more than 1600 staff across three hospitals located in Fitzroy, East Melbourne and Kew is one of Melbourne's busiest acute care private hospitals.

Part of Australia's largest not-for-profit Catholic health and aged care network, St Vincent's Health Australia, SVHM provides a diverse range of adult clinical services including acute medical and surgical services, sub-acute care, cancer services, medical diagnostics, rehabilitation, allied health, mental health, palliative care, correctional health and residential aged care.

St Vincent's Hospital Melbourne has a major infrastructure development agenda including building Australia's first hospital-based biomedical engineering research and education centre, the Aikenhead Centre for Medical Discovery.

SVHM's mission is to provide high quality and efficient health services to the people of Victoria in accordance with the philosophy of St Vincent's Health Australia. This mission is based on the values of compassion, justice, integrity and excellence.

St Vincent's Private:

For over 100 years, St Vincent's Private Hospital, Melbourne has excelled in the delivery of quality patient care. They work in partnership with patients and their families to take a compassionate and holistic approach to healthcare.

The experienced team of clinical professionals, care givers and support staff are equipped to provide the highest level of therapeutic, medical and surgical services. They work together to ensure patient's safety, wellbeing and recovery.

St Vincent's Private aim to continually push the boundaries of healthcare and improve patient outcomes. As part of this, St Vincent's Private Hospital, Melbourne is a leading centre for education and research. They are committed to the ongoing training and development of healthcare professionals and are partnered with a number of universities in medical, nursing and allied health practice.



St Vincent's Private are a Catholic not-for-profit facility, committed to the healing ministry of Christ. Their mission and values of justice, integrity, compassion and excellence guide them in patient care.

Local Work Environment:

St Vincent's Hospital Foundation is located on the Fitzroy campus. The Foundation's purpose is to support excellence in research, medical innovation and care by raising funds and creating awareness of the hospital in the community.

Fundraising for SVHA entities in Melbourne has historically only been developed for the public hospital (SVHM) through the St Vincent's Foundation. Following the successful precedent set in at St Vincent's in Sydney, the Melbourne Foundation is now being reconfigured to extend its remit across the SVHA group in Victoria, comprising public and private hospital as well as aged care fundraising.

The Foundation team has a diverse group of fundraisers with expertise in direct mail, bequests, major events, major gifts, community fundraising, digital fundraising, grants submissions to Trusts & Foundations and database administration.

The Role:

The Foundation Director will report to the Chief Executive Officers of St Vincent's Hospital Melbourne and St Vincent's Private Hospital Melbourne. It will have a close working relationship with the Chair of the Foundation Committee of Management to support growth and development of activities across the Public, Private and Aged Care Divisions. The Director will be responsible for leading a team of fundraising professionals to:

- Continuously review and implement the organisational philanthropic and fundraising strategies to ensure St. Vincent's can sustainably fulfil its mission and meet growth aspirations. This includes generating new concepts and delivering revenue streams.
- Build a culture and reputation of philanthropy within St. Vincent's employees, donors and the broader community.

Position Duties:

The Foundation Director is accountable for the leadership, development and implementation of all philanthropic and fundraising portfolio strategies and activities including major gifts, sponsorship, direct mail programs, major events, corporate fundraising, donor stewardship, grants submissions and prospect management.

This includes:

The development and execution of a 3-year philanthropic / fundraising strategy by –

- Overseeing business development to create a sustainable pipeline of donations.

- Ensuring communications and interactions are consistent with St. Vincent's strategic direction.
- Establishing philanthropic links with business, industry and individuals.
- Managing fundraising activities and initiatives to meet annual budgets.
- Aligning fundraising strategy with SVHA's EnVision2025 Strategic plan and local hospital and aged care priorities.
- Establishing a sustainable and ongoing major gifts program.

The development of a Major Gifts program in order to support immediate priorities including -

- Drive the establishment and delivery of a \$40mil capital campaign specifically focussed on the ACMD. This project will be supported by a Capital Campaign Manager.
- Drive the delivery of a \$10mil capital campaign for Werribee Private and establish a capital campaign for the new Private Hospital Fitzroy Tower.
- Build a sustainable major gifts program to support other future major projects and campaigns across the public, private and aged care facilities.

Building culture and reputation through creating a community of St Vincent's supporters and ambassadors—

- Liaison with key donors to develop relationships.
- Building the profile within St. Vincent's employees and alumni.
- Crafting the overall story to elicit passion and emotion from our donor community.
- Overseeing the fundraising portfolio and fundraising events including managing media launches and campaigns.

The leadership & management of the Foundation including -

- Stakeholder management with the Foundation Management Committee, other foundation volunteers and St Vincent's Health Australia Executive leaders across all Divisions.
- Leadership, management, coaching & mentoring for the Foundation Team members
- Building and mentoring relationships with key internal stakeholders such as specialist clinicians.

Key Metrics –

- The Foundation was established in 1993. Over the past 22 years the Foundation has generated revenue totalling \$84 million with over \$20 million being generated from 2012 through 2015.
- The revenue objective for FY15/16 is \$5 million.
- The objective is to achieve revenue of \$10 million by FY 17/18 excluding revenue from the ACMD.

- The objective for the ACMD is \$30 million over 4 years for capital works and \$10 million to provide seed funding for the initial research projects.
- The objective for the Werribee Private campaign is to achieve \$10mil over 4 years.

Incumbent Obligations:

General

- Perform the duties of the position to the best of their ability and to a standard acceptable to SVHM.
- Comply with and ensure all those in the area they manage, comply with all SVHM requirements policies, procedures, by laws and directions.
- Ensure all those in the area they manage, only access confidential information held by SVHM when this is necessary for business purposes, maintaining the confidentiality of that information once accessed.
- Display adaptability and flexibility to meet the changing operational needs of the business.
- Maintain skills and knowledge necessary to safely and skilfully undertake duties.
- Take personal responsibility for the quality and safety of work performed.
- Recognise the relationship between clinical and non-clinical functions in the achievement of optimal safety and quality care.
- Take all necessary care and precautions in the performance of duties.
- Participate in risk management and continuous quality improvement activities as part of day-to-day work.

Health and Safety

- Ensure all health and safety related policies, procedures and directions are complied with in the area they manage.
- Report incidents and accidents and collaborate with management to resolve safety issues.
- Ensure all in the area they manage undertake annual Fire and Emergency Training and comply with fire and emergency procedures.
- Ensure all those in the area they manage, treat others with respect, behaving professionally and in accordance with the SVHM Code of Conduct and undertaking annual Workplace Culture and Equity Training.
- Conduct regular safety audits with Health and Safety Representatives and implement required improvements.
- Minimise WorkCover costs by actively assisting the return to work of any employee injured in the area they manage.

Human Resource Management

- Ensure that workforce planning is regularly undertaken and implemented to provide for the ongoing resource needs of the area they manage.
- Ensure recruitment and working practices comply with applicable Enterprise Bargaining Agreement and cost effectively support delivery of quality service.
- Ensure new employees are properly inducted to their local work environment and attend the General Hospital Orientation program.
- Ensure all those who work in the area managed, undertake an annual performance review and are developed to reach their full potential.
- Maintaining skills and knowledge necessary to safely and skilfully undertake duties.
- Ensure leave is rostered fairly and that employees in the area managed, regularly take leave and do not accumulate excessive leave except where a plan is in place as to when that leave will be taken.
- Actively manage individual and team performance to maximise performance and minimise workplace problems and conflict.
- Continuously seek individual and team improvement and take responsibility for the introduction of any changes required to bring about such improvements.

Financial Management

- Participate in the development of the annual budget allocation for the area managed.
- Monitor EFT and expenditure to ensure spending remains within budget allocation.
- Ensure decision making remains within delegated authority.

Key Relationships:

- Chief Executive Officers and Executive teams of St Vincent's Health Melbourne (Public and Private Divisions) and Aged Care Division.
- Associated Research Institutes.
- Aikenhead Centre for Medical Discovery and related partners..
- University of Melbourne and other partner universities
- Community and government stakeholders.
- Foundation Management Committee and Patrons.
- Alumni.
- Clinical Directors and Heads of Unit.
- Major Trusts & Foundations.
- Major philanthropists and donors.

The Candidate:

The incumbent of this position will be expected to possess the following core capabilities:

Personal:

Personal effectiveness: Generates results under challenging circumstances.

Learning Agility: Embraces change and works efficiently in unfamiliar and ambiguous situations.

Outcomes:

Patient / Resident centred: Understands and responds to current and emerging healthcare approaches.

Innovation and Improvement: Simulates and embeds continuous improvement.

Strategy:

Driving Results: Develops and implements strategy for area of responsibility.

Organisational Acumen: Develops departmental plans that anticipate future needs and mitigate risks.

People:

Working with and managing others: Inspires others and fosters a climate that supports the growth and development of individuals.

Collaboration: Develops partnerships and manages partnerships to optimise outcomes.

Essential Registration, License or Qualification Requirements:

- Degree qualifications in fundraising, marketing, communications, and/or public relations, commerce or business.
- Fundraising qualifications (CFRE) will be viewed favourably.
- Demonstrated senior leadership experience in leading a significant sized fundraising portfolio or commercial enterprise.

Other Essential Requirements:

- Outstanding capacity to build internal and external relations.
- Outstanding strategic planning and problem-solving skills.
- Sound judgment and ability to provide practical commercial solutions and strategic advice.
- Commitment to professionalism, excellence in service and quality outcomes.
- Extensive experience in managing professional staff.
- Organised, able to prioritise and manage projects at a high level.
- Demonstrated capacity to manage large scale media and publicity events.



- Experience in fundraising leadership within a complex organisation.
- Strong commercial acumen.
- Creative mind with a record of innovative ideas to drive fundraising and philanthropic efforts.

St Vincent's Foundation Management Committee:

The Management Committee, in conjunction with the Foundation's Director, is the primary driver of developing fundraising strategies, establishing priorities for raising and spending funds, and monitoring implementation of the strategic plan for the Foundation.

The Management Committee has the following functions:

- Prepare a three-year strategic plan for fundraising in Victoria for approval by the Trustee.
- Prioritise and oversee the implementation of fundraising programs and strategies.
- Ensure procedures are established so that fundraising activities are conducted in accordance with relevant accounting, audit and statutory requirements, both State and Federal.
- Support the annual budget development process and track progress against revenue and expenditure through the year.
- Ensure processes are adequate to comply with relevant SVHA Finance and Investment Policy and Procedures and other relevant SVHA policies and legislative requirements.
- Develop and review transparent, best practice grant making and grant monitoring processes and procedures, with particular regard to measuring and reporting impact to donors and the Trustee.
- Oversee and review the Foundation's financial governance to ensure best practice application of donor funds through investments and grants.
- Promote the Facilities to government, industry and the community generally.
- Build and foster relationships necessary for the fulfilment of the Trust Purpose (as set out in the Trust Deed).
- Monitor progress towards achieving the goals established.
- Ensure procedures are established so grants, bequests, special project grants and funds from other funding sources are used in compliance with funding agreements and that grant provision is updated throughout the year.
- Make regular allocations and distributions of the Foundation's net assets in accordance with the Trust Deed and all statutory requirements and regularly report to the Trustee on such allocations and distributions.
- Keep proper accounts in respect of all receipts by, and payments from, the Foundation and make these accounts available to the Trustee on request, and at regular intervals during each financial year.
- Arrange for financial statements of the Foundation to be prepared each financial year in accordance with the Public Ancillary Fund Guidelines and provide such financial statements to the Trustee.
- Attest to the Board (as Trustee) on an annual basis that the PAF has operated within and complied with all relevant guidelines, regulations and legislation.
- Ensure the appropriate advice and recommendations are made to the Trustee to ensure the ongoing viability of the Foundation and its activities.
- Ensure the Foundation's activities are conducted in a manner consistent with SVHA's Mission and Values.