Workshop 2E "Focus for Change – A Business Development Case Study" by Graham Titcombe.

Developed from Rural Women New Zealand – "Bush Nurse Screen"

Unprofitable to deliver to rural sector.

People fall through funding silos (for health).

1990's communities losing health services, including families moving off farms.

Issues:

- Keeping involvement of small local ventures while creating larger engagement.
- Conflicts between "Business" and "Social" (unbalanced depends on background of person).
- Creating links between business and charity.
- Balancing a board – 3 business focused – Rural women representation with business/marketing or clinical background.
- Focus NOT charitable – "we will make a profit and turn that over to Rural Women to achieve what they want.
- Rural Women faces issues such as education, health and social.
- If it is not profitable in the Rural Sector, what is the decision around funding?
- Women know the needs in the community (listening to the needs).
- Feedback comes from members of the community through phone research, etc through rural women volunteers.

Major obstacles:

- DHB image change
- Sustainable business
- Image creation ("double branding")

Success Factors:

- Acquired a PTE able to deliver NZQA accredited training.
- Contract tutors "as and when".
- Purchased strategic organizations to create full cover (mostly) of the country.

Next steps:

- Too reliant on government funding (not sure how to resolve this).
- To get balance between social and clinical services.
- Limited government funding versus baby boomer needs and wants.
- DHB models of delivery and funding.
- Chances that funding will get tighter.
- Government decisions on how much to fund (possibly funding "chain" may be different.
- Whanau Ora interesting proposal.
- Developing and maintaining support and information.
  Networks = e.g. using Rural Woman to introduce Federated Farmers in emergencies such as floods to identify who has capacity to assist . Also networks and sharing facilities and tutors from St Johns etc.
- Training and attracting staff, putting them through NZQA training to suitable levels.
- How to maintain aged people in the environment, including social supports to deal with loneliness and etc.