



Capability Statement

Consumer recruitment and engagement services

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Welcome from the Executive Director

When healthcare organisations genuinely listen to the people they serve, and act on what they hear, everything changes. Services become more accessible. Care becomes more responsive. Trust deepens. Outcomes improve.

For over 30 years, Health Consumers' Council WA, the independent peak body representing health consumers in Western Australia, has stood at the intersection of healthcare systems and the communities they serve. We've supported thousands of people to navigate complex health challenges, trained consumer representatives to advocate for change and partnered with organisations across the state to embed lived experience into service design and delivery.

This work has taught us something fundamental - that meaningful consumer engagement isn't just good practice, it's essential to delivering healthcare that truly works for everyone.

Today, we're proud to offer consulting services that draw on three decades of deep community relationships, cultural competence and practical experience. Whether you're seeking to recruit diverse consumer voices, undertake inclusive workshops or build your team's capability to engage effectively across cultures, we bring independence, insight and integrity to every engagement.

Our strength lies in our connections to Aboriginal and Torres Strait Islander people, culturally and linguistically diverse communities, people living with disability, a mental health condition, those living regionally or in remote Western Australia, older people and those facing discrimination, social, economic and other systemic barriers to care. These are more than networks. They're relationships that we have worked hard to develop over many years, based on trust, mutual respect and a shared commitment to improving health outcomes.

We can support your organisation to meet engagement goals and accreditation requirements through genuine collaboration with consumers. As a not-for-profit organisation, partnering with us ensures your investment creates impact beyond the project, contributing to better health outcomes across the community.

Clare Mullen

Executive Director

Health Consumers' Council WA



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Acknowledgement of country

We acknowledge Aboriginal and Torres Strait Islander peoples and communities as the Traditional Custodians of the land we work on, specifically the Whadjuk people of the Noongar nation. We pay our respects to Elders past, present and emerging. We recognise that sovereignty was never ceded

Recognition of lived experience

Health Consumers' Council recognises the individual and collective expertise of those living with health challenges. We recognise their vital contribution at all levels and value the courage of those who share this unique perspective for the purpose of partnering to achieve better health outcomes for all.

About us

Health Consumers' Council WA is a consumer-led, not-for-profit organisation established in 1994. We are the independent Peak Body for health consumers in Western Australia, championing the rights and interests of health consumers in a complex and often challenging healthcare landscape.

Our purpose is to achieve equitable, person-centred, quality healthcare and improved health outcomes and experiences for everyone in Western Australia. We do this through through our three core pillars of support:



Consumer engagement

Recruit, train, support and connect consumer representatives who have diverse lived experiences to help organisations improve healthcare services and meet accreditation requirements



Individual advocacy

Help individuals to understand their rights, navigate complex healthcare services, resolve issues and ensure their voices are heard in decisions that affect their treatment and care



Systemic advocacy

Real-time insights from consumers to improve healthcare delivery, making services more person-centred, accessible and equitable, particularly those most at risk.

Health Consumers' Council WA is a registered charity and endorsed as a Deductible Gift Recipient (DGR) under item 1 of the income Tax Assessment Act 1997.

Who we work with

We support all Western Australians, prioritising support for:

- Aboriginal and Torres Strait Islander people
- Culturally and Linguistically Diverse communities
- People with disability
- Those living with a mental health condition
- Regional/remote residents
- Older people
- Carers and family members
- LGBTIQA+ community
- Those facing discrimination, socioeconomic and other barriers

Who we work with

We work alongside organisations committed to improving healthcare experiences and outcomes by gathering insights directly from consumers to inform the design and delivery of services.

Organisations we work with

- Primary, tertiary and allied health service providers
- Government departments and agencies
- Primary health networks
- Regional health service providers
- Disability services organisations
- Community services organisations
- Aged care providers
- Research

































Why partner with us?

As WA's Peak Consumer Body, we bring independence, authenticity and trust to every engagement, bridging the gap between systems and the people they serve.

Together, our team brings more than 60 years of combined experience.



Real-world insight and lived experience

We work with **thousands of health consumers** each year, giving us a deep understanding of the challenges people face in healthcare. This insight shapes our engagement approach and our ability to drive more responsive, inclusive care across WA.



Extensive and diverse networks

We connect organisations with **WA's largest network of engaged consumer representatives**. Our relationships span WA, reaching priority populations including Aboriginal and Torres Strait Islander people, CaLD communities, people with disability, those with mental health conditions, older people, regional and remote residents, LGBTIQA+ community members and other vulnerable and disadvantaged groups.



Proven expertise in consumer engagement

With more than **30 years' experience** supporting meaningful consumer participation, we know what works and how to create safe, inclusive spaces where every voice is heard. Our independence and cultural competence ensure facilitation that is trusted and impartial.



Independence and credibility

As an **independent peak body**, we bring objectivity and trust to every process. Consumers know we're there to support them and organisations value our balanced, evidence-based perspective.



Our impact



How we can help

We offer end-to-end consumer engagement services that bring lived experience into every stage of your work. Our approach is practical, flexible and designed to make engagement meaningful for everyone involved.



Targeted consumer access and recruitment

We can connect you with health consumers, who meet your project's criteria, including priority populations. Using our statewide networks, we help define participant profiles, refine selection criteria and find the best ways to engage people with the right experience and insight.



Expert forum design and preparation

We'll help identify the best engagement approach, from surveys and workshops to peer groups or committees, tailored to your goals and timelines. We prepare clear agendas, open-ended questions and accessibility supports to ensure participants feel comfortable to contribute effectively and be heard.



Skilled facilitation and culturally safe environments

Our experienced culturally-diverse facilitation team create inclusive, culturally safe spaces where everyone feels respected and heard. We build trust and encourage open participation, with strong expertise in engaging Aboriginal and Torres Strait Islander people, CaLD communities and others facing barriers.



Full coordination and logistics

We manage the details - invitations, onboarding, communications, accessibility, reimbursements and tech support for online, hybrid or in-person sessions so you can focus on what matters most.



Comprehensive reporting and practical outcomes

We deliver clear reports capturing key themes, feedback and insights with practical recommendations to guide service improvements, compliance and learning.



Capacity building for your team

Fear of getting it wrong is one of the most common barriers to meaningful engagement. We work alongside your staff to build confidence and capability, sharing effective engagement, facilitation and culturally safe practices. With hands-on support from a trusted team, experienced in working with diverse communities, your staff can develop their skills while feeling supported every step of the way.



Cultural competency training

We offer specialised learning opportunities designed to build your team's confidence and capability in delivering inclusive, culturally safe and person-centered care.

Tailored learning delivery

Our training programs are practical, engaging, and grounded in real-world examples and applications, equipping healthcare professionals to effectively serve diverse communities.

Sessions are evidence-based, developed in consultation with experts and community leaders and tailored to meet the unique needs of your service and workforce across metropolitan, regional and remote settings.

Fully-equipped training room facilities

Our training room is available for use with training packages or for hire for externally-led training and development activities.

The space features modern audio-visual and presentation equipment, flexible seating configurations for interactive learning and full hybrid learning capabilities, enabling simultaneous onsite and remote participation.

Professional facilitation and audio-visual technical support are also available to help with setup and ensure smooth delivery.

Supporting Cultural Diversity in Healthcare training

Who is it for?

Doctors, nurses, community and allied health staff, administrators and those working in policy, advocacy or community engagement.

Content

This interactive workshop explores what culture means, why it matters and how unconscious bias and our own cultural perspectives influence healthcare interactions. It examines WA's cultural diversity and barriers faced by CaLD communities, including language, health literacy and trust. Practical strategies including use of interpreters, translated materials and plain language, plus frameworks such as Hall's high/low context cultures and Hofstede's dimensions

Learning outcomes

Gain cultural competence at individual and organisational levels, inclusive communication skills for varied CaLD communities and approaches to improve engagement and health outcomes. Resources for ongoing learning are provided.

Aboriginal Patient Advocacy training

Who is it for?

Health and community services professionals, community advocates, carers and consumers seeking to improve advocacy skills and culturally secure care for Aboriginal and Torres Strait Islander people.

Content

This interactive program explores the impact of culture, colonisation and racism on health outcomes and addresses systemic barriers to equity. It covers health rights, informed consent, complaint pathways and mental health legislation, alongside practical advocacy techniques and cross-cultural communication strategies. Case studies and activities support learning and resources for navigating the health system and sustaining wellbeing are provided.

Learning outcomes

Gain confidence to advocate effectively, understand rights and processes, promote respectful and culturally appropriate healthcare. Resources for ongoing learning.

Projects

Voluntary Assisted Dying (VAD) South Metropolitan Health Service (2025)

Project: To ensure Aboriginal and Torres Strait Islander families are supported in a culturally safe and respectful way during the VAD process.

What we did: Designed and facilitated a culturally safe workshop for Aboriginal and Torres Strait Islander communities to support understanding of the VAD program and provide space for open discussion about culturally respectful practice.

How we helped: We worked to recruit, prepare and support participants, drawing on established relationships. We managed participant engagement and consultation logistics, ensuring a safe environment where people could speak openly. The workshop was designed to encourage genuine dialogue and reflect diverse perspectives. Feedback was captured and translated into clear guidance for the VAD team.

Outcome: Supported the development of a practical framework to help VAD teams engage confidently and sensitively with Aboriginal and Torres Strait Islander patients and families helping ensure VAD pathways are respectful, culturally appropriate and aligned with community values.

CaLD Cancer Resources – Department of Health WA & Cancer Council WA (2025)

Project objective: Culturally appropriate, accessible cancer information for Western Australians from culturally and linguistically diverse communities.

What we did: Co-designed ten videos and factsheets in six languages with consumers from CaLD backgrounds, ensuring each resource addressed information gaps across the cancer journey and reflected cultural considerations in both messaging and presentation.

How we helped: We managed consumer engagement, including recruitment, onboarding and liaison. Strong existing relationships enabled meaningful collaboration and deeper insight. We led both consumer and project advisory groups, drawing on lived experience, medical expertise and community perspectives and supported development through production and translation.

Outcome: Consumers and Families now have trusted cancer information in their own language, improving understanding, confidence and informed decision-making at all stages of care.



More projects

Emergency Access Response

Emergency Access Response program

Project: Consumer engagement to guide the activities of the Emergency Access Response (EAR) program.

What was needed: Effective consumer engagement from a wide range of consumers.

How we helped: Established and facilitated a consumer reference group that included representatives from the Consumer Advisory Council of each area health service, individuals with lived experience aligned to EAR program priorities and key consumer organisations. We also hosted webinars and shared public updates through their website to inform the community and gather feedback on emerging issues. We continue to provide a representative to participate on the program's governance committee.

Outcome: The EAR program and many subsequent initiatives have been developed with a stronger understanding of consumer needs.

Electronic Medical Record

Electronic Medical Record program

Project: Develop the Electronic Medical Record (EMR) program with meaningful input from diverse consumers (ongoing).

What was needed: Effective consumer engagement to guide development of the EMR program.

How we helped: Supported a diverse group of consumers to guide EMR development from early stages to present, building on our 2021 engagement that produced the EMR Consumer Charter following 11 Kitchen Table Discussions across WA. In 2023 a reference group was established, with many previous members, chaired by an HCCWA team member embedded in the program office. Members were supported to deepen digital health knowledge through expert presentations and Q&As. Wider community input was also gathered through online workshops and targeted focus groups.

Outcome: The EMR program has partnered with consumers to help ensure investment in the project meets the requirements and expectations of WA's diverse community.

Safety and Quality ConsultationPatient Safety and Clinical Quality

Project: Capturing of consumer perspectives to guide the development of the WA Health safety and quality strategy.

What was needed: Targeted workshops hosted for consumers from a range of identified community groups with higher safety and quality risk factors.

How we helped: Over three months we hosted eight focus groups to explore what safe and high quality healthcare means to community members. Sessions were targeted to population groups with higher risk factors. HCCWA managed recruitment, session design, facilitation and reporting.

Outcome: The WA Health Safety and Quality
Strategy was informed by the lived experience
of diverse Western Australians. In addition,
HCCWA pursued separate targeted
conversations with healthcare providers to
ensure specific consumer concerns were
clearly heard and given appropriate attention.

Our Community Engagement team



Clare Mullen | Executive Director

Clare joined HCCWA in 2018 and became Executive Director in 2023. With 25 years in change management and communications across health sectors in the UK and Australia, she champions consumer advocacy and collaboration. She holds national leadership roles and is committed to improving health outcomes through lived experience and partnerships with health service providers.

Connect on LinkedIn



Kieran Bindahneem | Engagement Coordinator

Kieran is an experienced engagement professional who brings expertise in facilitation, marketing and community collaboration. He has led and supported projects that strengthen consumer voice in health, including work on disability and digital health initiatives. Kieran is committed to co-designing inclusive, equitable solutions across Western Australia's healthcare system. Connect on LinkedIn



Qistina Taufiq | Culturally and Linguistically Diverse Engagement Officer

With Malay and Indian heritage, Qistina brings lived experience and cultural insight to her role at HCCWA. She leads multicultural engagement, community outreach and cultural training, empowering people from diverse backgrounds, especially young people, to shape inclusive, responsive healthcare. Her work reflects her strong belief in equity, respect and meaningful participation. Connect on LinkedIn



Tania Harris | Engagement Manager | Aboriginal Lead | Disability Lead

Tania is a proud Aboriginal woman from Queensland. She brings deep cultural knowledge and strong commitment to health equity. With extensive experience across Aboriginal and Torres Strait Islander programs, she leads engagement for these and disability communities. She is passionate about empowering young people to shape inclusive, culturally safe care.



Aimee Riddell | Engagement and Advocacy Coordinator

Aimee joined HCCWA in 2023, bringing extensive experience in the not-for-profit health sector. With a strong for-purpose focus, she has helped a number of organisations deliver meaningful impact for the communities they serve. Aimee is passionate about equity in healthcare, reducing barriers to access and ensuring all health consumers receive holistic, personcentred support. Connect on LinkedIn



Emma Grant | Project and Program Support Officer

Emma supports engagement, operations, and advocacy projects from planning to implementation. With experience in facilitation, consultation and community-focused design across environmental, homelessness, and FDV sectors, she advocates strongly for women and gender-diverse people. She is committed to ensuring their health experiences shape policy and access to care. Connect on LinkedIn

What our project partners say



Just wanted to express my gratitude, thanks and congratulations on the completion of the CALD resources project. Thank you for the very comprehensive final report. 70 resources produced is an incredible result."

Project partner



Thank you for all your partnership and support throughout this project."

Project partner



Today's workshop was great. It was the first I have attended with HCCWA and I got a lot out of it."

Workshop participant



It was really good and the facilitator was excellent, lots of feedback from participants on the value of having consumer input.

Thanks again for helping out with this."

Workshop participant



Thanks again for the wonderful, innovative, positive and inclusive work you and the HCCWA team do."

Workshop participant



It has been fantastic to work with you over the past months."

Project partner

Let's work together

We'd love to have a conversation about how we can support your organisation to meaningfully involve consumers in your work.

To discuss your project or request a quote, please contact:



Engagement Manager | Aboriginal and Torres Strait Islander Lead | Disability Lead

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Kieran Bindanheem

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We look forward to being in touch.









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