

**Vision:** Healthy people, strong community

**Values:** Respect - Integrity - Compassion - Equity

**Mission:** Excellence in accessible services to enable people in Victoria to live healthy, active lives

## Strategic Plan 2018 - 2020

### ENSURE

financial viability in a changing competitive market

- Ensure effective business modelling to support expansion
- Maintain successful business operations through efficient and effective practices and systems

### DELIVER

excellence in health & wellbeing services through a culture of quality & innovation

- Develop services with consumer input, community voice and responsive to service experience feedback
- Support an inspired and engaged workforce through professional development, building peer support opportunities

### GROW

community health services to meet community expectations and demand

- Respond to market opportunities & tenders, including with valued partners across the state
- Explore opportunities for innovation, partnerships and product/service expansion assisted by the design of the Health Community Access hub in Kyneton
- Ensure excellence in all community engagement and services provision activities enabled by thriving organisational capability & capacity

### INCREASE

accessibility to the whole community

- Support consumer access through collaborative partnerships
- Expand telehealth capability to enable flexible access to services
- Embrace innovation and new technologies to deliver new models of care

### EXPAND

NDIS, Aged Care services & products for customers / participants

- Assess new opportunities for profitability
- Deliver sustainable business models to support new services
- Deliver ICT systems efficiencies that support staff productivity and community access
- Tailor marketing segmentation to ensure Cobaw services are recognised as being for everyone in the community regardless of socioeconomic, demographic characteristics.

We are committed to promoting and protecting the interests and safety of children. We believe that family violence is unacceptable in any form and advocate for the rights of all people to live with dignity and safety, and to enjoy healthy relationships. We value diversity and will be responsive to the health needs of all people including, but not limited to, Aboriginal and Torres Strait Islander people; people with a disability; lesbian, gay, bisexual, transsexual and intersex people; people experiencing health inequalities; and culturally and linguistically diverse people.