

Strategic Plan

2018 -2022





Bellarine Community Health has a new Strategic Plan. This plan has been carefully developed with considerable input from Board Directors, staff, community and stakeholders.

The Strategic Plan 2018-2022 defines the Bellarine Community Health Vision, Mission and Values and explains our directions and priorities for the years 2018–2022.

A number of key principles underpin the Strategic Plan of Bellarine Community Health.

- Bellarine Community Health is a pivotal and critical player in improving health of the Bellarine Communities.
- Access and social equity are vital to improving personal and community health outcomes.
- Community Engagement is paramount.
- Bellarine Community Health respects the diversity and autonomy of professional practice.
- Bellarine Community Health is committed to making positive contributions to primary health care.
- Bellarine Community Health is committed to building effective communication, collaboration and partnerships between Primary Health Care and the wider health system in the delivery of quality health care to the communities of the Bellarine.

Vision

Bellarine Community Health will be the leader in primary health services in Victoria.

In simple terms, in order to survive, we need to be very good at what we do, now, and into the future. The vision is a motivator for staff to be innovative and become leaders in the sector.

Mission

Bellarine Community Health delivers a broad scope of health services and wellbeing programs for all people in our diverse communities.

The new mission statement is a simple statement that describes what we do. The addition of “for all people” means that BCH is opening its doors to everyone – both public and private clients – aiming to meet your primary health needs locally. The mission also acknowledges that BCH services multiple communities, with differing needs.



Values & Behaviours

The five values and behaviours, underpin our actions in order to achieve our strategic goals.

Community First: We work with our diverse communities to deliver what matters and what makes a difference. We make decisions with empathy and recognise that our communities are at the core of every decision we make.

A positive and inclusive environment: We respect, care, support, nurture, empower, and help each other. We promote a creative, open and safe inclusive environment. Everyone is encouraged to explore opportunities, share ideas, enjoy themselves, excel in their personal development and achieve high levels of personal satisfaction.

Excellence: We take pride in delivering services and programs that exceed client, carer, and community expectations. We continually improve what we do, aim for professional excellence and deliver person centred outcomes.

Leadership: We are all leaders in the achievement of our vision, mission, strategic objectives, and our organisational values. We work together, using our skills and knowledge to identify and meet the challenges.

Integrity: We are honest and transparent. We share our knowledge, say what we believe, and do what we say. We listen and respond. We take responsibility, individually and as a team.

Strategic Directions

The Strategic Directions recognise that:

- Our communities are changing rapidly and BCH needs to be responsive;
- BCH will work closely with BCH members, representing our communities, to develop our services and programs;
- BCH needs to focus on its people resources as our organisation grows and the communities change;
- Quality will not be compromised, we will work to continuously improve quality; and
- To be financially viable, BCH needs to address all revenue streams, such as government funding, development of fee for service options, and philanthropy.

STRATEGIC DIRECTION ONE

Services & Programs

Create and extend services and programs which are designed, delivered and responsive to our changing and diverse communities.

Priorities:

- Planning, delivery and evaluation of services is informed by evidence-based research.
- BCH communicates with key groups, partners and stakeholders to ensure effective and efficient planning and service delivery.
- Health and Community Care industry are partners in planning and decision-making.
- Promote an integrated allied health services model as a key component of primary care within the Bellarine.
- Interpret and effectively navigate current and future health care reforms and opportunities.
- Present well researched, evidenced based arguments and make representations into relevant political and Government processes.
- Be more politically aware and active, lead changes and reforms that benefit primary care and the community.
- Contribute to local health service delivery in the Bellarine through the active provision of health services.

STRATEGIC DIRECTION TWO

Community

Increase inclusive participation and community empowerment, and facilitate two-way awareness between BCH and our diverse communities

Priorities:

- Consumers are central to informing planning and decision-making.
- Lead advocacy for a better primary health care system in the Bellarine.
- Lead the promotion of the primary health care sector in the Bellarine.
- Support consumers through the health system.
- Information about primary health care services in the region is readily accessible to consumers.
- Empower consumers to be partners in their own health and well-being through making informed choices about their lifestyles and the health services they use.
- Increase community and other health care provider's awareness and value of BCH.
- Develop a strong membership base.
- Maintain active communication with members that is targeted and well received.

STRATEGIC DIRECTION THREE

Staff & Volunteers

Ensure the best mix of staff & volunteers, with the right culture, right skills, and right numbers, as we grow our services & programs.

Priorities:

- Support and promote healthy workforce initiatives.
- Facilitate and implement workforce skill development and improvement.
- Work with the primary health care industry to support workforce planning, training and professional development needs.

STRATEGIC DIRECTION FOUR

Quality & Safety

Ensure that all our services and programs are excellent.

Priorities:

- Enable data to be collected, managed, used and shared to inform and support the delivery of quality health care.
- Secure quality data that provides greater awareness of local and regional health needs.
- Support best practice in referral and communication between BCH, hospitals, General Practice, Allied Health, Primary Care and other health providers.
- Produce evidenced based data that demonstrates the impact of BCH services in the Bellarine.
- Facilitate quality improvement through education and skill development as an organisation wide approach.

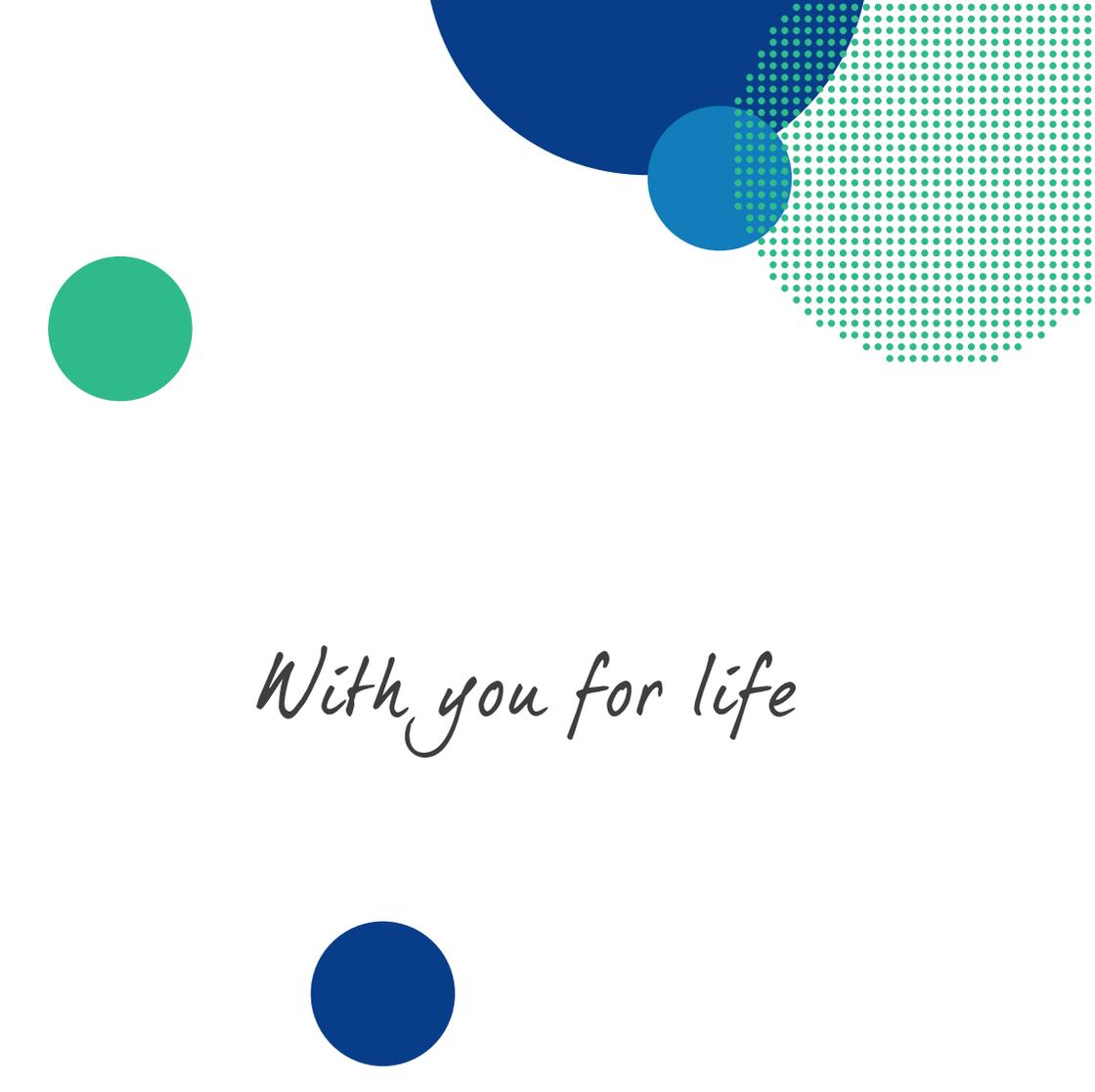
STRATEGIC DIRECTION FIVE

Strategic Finances

Ensure BCH is financially viable and sustainable for the future through exploring funding opportunities

Priorities:

- Promote viability and profitability of BCH in facilitating organisation wide business skill development and improvement.
- Support coordination and collaborative structures across various levels of health care services and functions.
- Develop partnerships that secure improved level of investment in BCH services delivery and functions.
- Seek and secure funding from diverse sources for the expansion of BCH activity.
- Explore and deliver options for the development of business and commercial services of BCH activity.
- Invest in proactive population health and health promotion.
- Invest in addressing regional health needs.
- Actively seek public and private partnerships to support innovative approaches to primary health care.
- Seek alternative sources of funds to invest in Primary Health Care for our constituents.
- Collaborate with relevant public and private providers to increase access to health care services in the Bellarine.



With you for life