

A new Aboriginal Health and Wellbeing Precinct

# STRATEGIC PLAN

## 2025 – 2030



**HEALTH SERVICE**  
**ABORIGINAL CORPORATION**

# Acknowledgement of Country

Wirraka Maya Health Service Aboriginal Corporation (WMHSAC) acknowledges the Traditional Owners of Country across Hedland and its surrounding areas, and their continuing connection to land, sea, culture, and community. We pay our respects to our Elders past and present and recognise their roles in keeping our communities strong and connected.

WMHSAC is committed to delivering high-quality healthcare and wellbeing services that are culturally safe and responsive to the needs of Aboriginal communities.

# Introduction and overview

This Plan is WMHSAC's guide to broaden our reach across our catchment area and help provide holistic, whole-of-life care that reflects the complexities and interconnections of our community's health and wellbeing. We are committed to embedding the National Agreement on Closing the Gap and its Priority Reforms in everything that we do.

In the next five years, WMHSAC will undergo significant growth, guided by our current building expansion project to establish an **Aboriginal Health and Wellbeing Precinct**. This will create a new hub of facilities to deliver more diverse services and new jobs.

In the next 12 months, we will hit the ground running by focusing on implementing our major projects and business cases. This will allow us to expand, innovate and nurture new programs and opportunities that better serve our communities.

# Vision, purpose, and values

## Our vision *(what we want to see)*

Empowering Aboriginal people in the Pilbara to lead strong, healthy lives with access to comprehensive healthcare, social and emotional well-being services, education and training.

## Our purpose *(how we will make this vision a reality)*

We support the health and wellbeing of Aboriginal people<sup>1</sup> through whole-of-life community care. We provide primary healthcare, education and training, and prevention-focused services, empowering individuals and families to take an active role in their health and wellbeing.

We walk alongside the community, valuing the knowledge, skills and lived experience of Aboriginal people. We respect cultural customs and traditions, ensuring care is delivered in a way that is safe, inclusive, and grounded in local history and community strengths.

*<sup>1</sup> This specifically includes 'vulnerable people' as a reflection of our commitment to providing appropriate care for children and young people, people with disability, Elders and others in our community who required dedicated support.*

## Our values *(what guides us)*

### RESPECT

We treat everyone with courtesy and have regard for their dignity

### INTEGRITY

We always act with honesty and are accountable for our actions

### TEAMWORK

We develop relationships which enable us to help one another

### LEADERSHIP

We display and model positive influence towards others

### CUSTOMER FOCUS

Our stakeholders are at the core of everything we do

### INNOVATION

We encourage new and better ways of doing things

# PRIORITY ONE | Expand delivery of holistic healthcare

## Our aim

We will grow our services to meet the physical, mental, social and emotional wellbeing needs of our people.

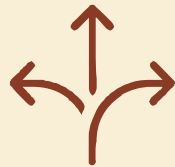
As we expand to a new **Aboriginal Health and Wellbeing Precinct**, we will build on our current approach to comprehensive holistic care and look at ways to provide more support for vulnerable people and our community.

## Our areas of focus



### Comprehensive holistic care

We will **enhance our expertise** in prevention, early intervention, chronic disease management, mental health, and wellbeing to deliver comprehensive holistic care.



### Service expansion

We will explore options to expand our services, adopting a **whole-of-life approach** to healthcare. This may include aged care, support services for men and women, childcare services, NDIS programs, environmental health initiatives, and mental health support.



### Access improvement

We will **explore ways to increase access to care**, including outreach and home visits in the community, and flexible service partnerships with other Aboriginal Health Services across our region.



### Digital health

We will leverage **new technologies** such as telehealth, mobile health solutions for patient management and remote monitoring – combining in-person and digital health solutions for greater reach and flexibility.

# PRIORITY TWO | Invest in workforce and leadership

## Our aim

We are committed to building a strong, resilient, skilled and connected workforce to support the health and wellbeing of our communities.

At the heart of this is the investment in our **Registered Training Organisation (RTO)** to build local skills and opportunities. Our efforts will continue to focus on creating a supportive work environment where staff wellbeing and development are priorities.

## Our areas of focus



### Training investment

We will **invest in our RTO** by expanding accredited training, offering scholarships and traineeships, and enhancing training delivery to build a skilled local workforce.



### Recruitment

We will enhance our employer brand to **attract skilled professionals** who are committed to our purpose and values.



### Staff retention

We will create a **workplace where staff thrive**, with a strong focus on wellbeing, clear career pathways, fair conditions, and access to mentoring and professional development.



### Leadership development

We will **strengthen our leadership capabilities and communication**, and establish clear succession planning to ensure long-term sustainability and effective healthcare delivery.

# PRIORITY THREE | Strengthen governance and systems

## Our aim

We want to bring everyone along our strategic planning journey. We will continue to engage with our staff and community, and collaborate with organisations that share **our commitment to Aboriginal health and wellbeing**, building action-driven partnerships based on trust, respect and shared goals.

We will improve our internal systems, governance and processes to keep our organisation strong.

## Our areas of focus



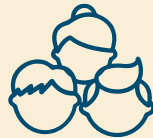
### Governance and communication

We will keep **strong governance, compliance and accreditation** at the centre of everything we do, and **improve internal communications** to inform and empower our teams.



### Strategic partnerships

We will **nurture community relationship and partnerships** with other services, including hospitals, health providers and Pilbara-based organisations. By working together, we can leverage shared resources and expertise to better address the needs of our communities.



### Advocacy and community engagement

We will **amplify the collective voice of the Aboriginal community in the Pilbara**, strengthening our partnerships to keep our community's interests and needs at the centre of everything we do.



### Data and systems

We will **improve our digital systems** to help us to act as a data-driven organisation that leverages good data management and clinical reporting to deliver high-quality, holistic care.



### Cybersecurity and AI

We will **strengthen cybersecurity measures** to protect sensitive data **while integrating and optimising AI solutions** to enhance service delivery, streamline operations, and support data-driven decision-making.

# PRIORITY FOUR | Promote financial sustainability

## Our aim

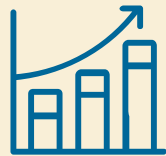
We will continue to build diverse and stable funding streams to broaden our reach across our catchment and **grow our presence as a leader in Aboriginal health.**

## Our areas of focus



### Financial management

We will continue to make **sound financial decisions** that reflect the challenges we face and support our long-term sustainability, ensuring the continued delivery of care.



### Optimising revenue

We will focus on **optimising revenue from some of our key clinical processes**, including the Medicare Benefits Schedule (MBS) and National Disability Insurance Scheme (NDIS) to further enhance our sustainability and reporting.



### Funding diversification

We will **diversify our funding sources by establishing strategic partnerships** with private sector entities. These collaborations will provide additional resources and opportunities, enhancing our financial stability and allowing us to expand and improve our services.



### Social investment

We will seek opportunities to enhance health outcomes for our people through targeted **social investments and a strategic approach** to investing our retained earnings.



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