

## 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 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.

## Our Values

*(what guides us)*

- Respect
- Integrity
- Leadership
- Innovation
- Customer Focus
- Teamwork

### PRIORITY ONE

Expand delivery of holistic healthcare

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

Comprehensive holistic care

Service expansion

Access improvement

Digital health

### PRIORITY TWO

Invest in workforce and leadership

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

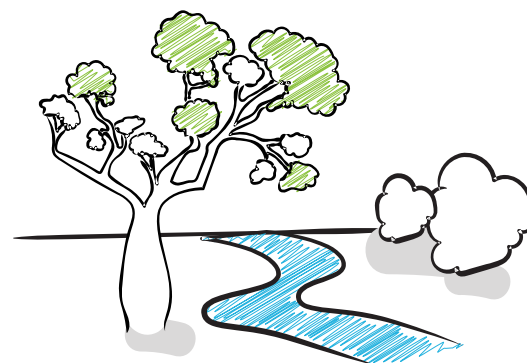
Training investment

Recruitment

Staff retention

Leadership development

## FOCUS AREAS



### PRIORITY THREE

Strengthen governance and systems

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

Governance and communication

Strategic partnerships

Advocacy and community engagement

Data and systems

Cybersecurity and AI

### PRIORITY FOUR

Promote financial sustainability

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.

Financial management

Optimising revenue

Funding diversification

Social investment