Gateway Health’s Strategic Plan 2017-2020 identifies the future strategic priorities for Gateway Health over the next three years, and provides a strong framework for the development of services to meet the needs of the communities we serve.

**VISION:**
People living well

**MISSION:**
Gateway Health provides primary health care and support to all in our community and focuses on providing services to those with the highest risk of poor health.

**VALUES:**
We care
We achieve
We work together
We learn
We innovate
THE PLAN IS BASED ON 5 KEY AREAS FOR ACTION:

1. **FOSTER INDIVIDUALISED CLIENT DRIVEN SERVICES**
   - Support empowerment of informed and pro-active patients, clients and carers by adopting health literacy and self-management principles and practice; actively engaging consumers in goal directed care planning; and providing opportunities to participate in service design, co-design and evaluation.
   - Support client choices by clearly describing our products and services.
   - Develop and implement an Outcomes Framework across all services and programs to inform continuous improvement in client directed care.
   - Better refine our models of care to reflect principles of client directed care; trauma informed practice; recovery focussed and strength based care and service design that enables streamlined transitions of care and “No wrong door” in access to services.
   - Adapt Gateway Health systems to enable effective operation and safe quality care for all, including NDIS clients.

2. **ENHANCE AND NURTURE A STRONG, RESILIENT AND ENABLING CULTURE**
   - Develop and implement a “Living the Values” program that recognises and builds on the strong and vibrant values based culture already in place.
   - Nurture and foster an achievement culture that encourages research, professional development, innovation and learning.

3. **DEVELOP SERVICES TO MEET COMMUNITY NEED**
   - Develop and implement a Service Plan for Gateway Health that considers evaluation of current services and potential for growth; and unmet community needs and opportunities to address them.
   - Develop and implement a settings approach to Gateway Health’s vision of People living Well
   - Develop a financial sustainability plan focused on ensuring viability and sustainability of services; diversifying income streams; ensuring re-investment of surplus towards self-funded service development priorities; strengthening system efficiencies and infrastructure; and reducing waste.

4. **DEVELOP OUR WORKFORCE**
   - Design and implement a staff engagement program that supports organisational values.
   - Create a strategic workforce plan that positions Gateway Health to respond flexibly to changing patterns of workforce supply, career expectations and work settings.
   - Implement a leadership development program that strengthens and supports individual and organisational growth.
   - Develop a suite of Workforce Metrics that is regularly monitored and analysed to inform improvement.

5. **BUILD GATEWAY HEALTH BRAND AND PRESENCE**
   - Develop a marketing plan including a social media plan; a quarantined marketing budget; education and capacity building in marketing techniques; and internal staff communication.
   - Develop and implement an effective Community Engagement Plan that considers the needs and experiences of the diverse communities served by Gateway Health.

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**STRATEGIC PLAN 2017-2020**