**OUR MISSION**
Wellness Improvement through the Apunipima Way

**OUR VALUES**
The values Apunipima will adhere to are:
- A comprehensive approach to primary health care through a family centred approach
- Accountability and integrity
- Value for money

**STRATEGIC OBJECTIVES**
In the next five years Apunipima will become a better resourced not for profit corporation with strong community ownership delivering measurable improvements in health outcomes through centres in every community we serve. Our success will attract international recognition.

1. **Seeing measurable wellness outcomes**
   - Demonstrated progress against the national key performance indicators
   - 80% of the Aboriginal and Torres Strait Islander population have health checks
   - 70% of existing clients are accessing services
   - Reduce the failure to show rates

2. **A health centre in each community, with a skilled workforce with a viable Health Action Team**
   - Responsibility for primary health care services are transitioned to Apunipima
   - Apunipima has Primary Health Care Centres in each community
   - Develop health career pathways to increase community employment

3. **Building community ownership and capacity**
   - Health Action Teams that are designing and leading community health reforms
   - Increase Apunipima’s Membership by 100%
   - Client and Community satisfaction ratings are above national standards

4. **A strong commitment to the development of more diverse revenue streams**
   - Year on year increase in annual turnover
   - 15% of total revenue to be self-generated
   - Diversify the funding source from each level of government
   - Operate at surplus to provide for future initiatives
   - Demonstrated ability to be able to financially meet Apunipima’s short term and long term goals

5. **Be a leader in remote health nationally and internationally**
   - All of Apunipima’s health services meet appropriate national standards
   - Partnerships with relevant universities for specific skills and capacity development
   - Development of organisational research priorities
   - Publications in respected Journals
   - Presentations at national and international conferences
   - Increase Apunipima’s profile through multiple media platforms
WELLNESS IMPROVEMENT THROUGH THE APUNIPIMA WAY

APUNIPIMA CAPE YORK HEALTH COUNCIL STRATEGIC PLAN 2014 TO 2019

PO Box 12045, Cairns DC QLD 4870  186 McCoombe Street, Bungalow QLD 4870  Phone 07 4037 7100

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