

Rocky Bay Strategic Plan

2020-2024

Purpose

Enhancing abilities, enriching lives

Vision

Creating extraordinary outcomes through exceptional health and community services

Values

- Providing excellent customer service
- Looking for better ways
- Working together
- Being professional and accountable



Rocky Bay
HEALTH + COMMUNITY

YOUR
partner
IN
possibility

Improving Customer Experience

Maximising Quality (Key Strategic Area 1)

Goals

- G1.1 Understand our customers
- G1.2 Meet and exceed customer expectations

Strategies

- S1.1 Instigate a seamless and consistent customer experience model
- S1.2 Deliver effective corporate, clinical and care governance across the business
- S1.3 Drive an innovative and evidence-based research agenda

Broadening Impact

Maximising Effect (Key Strategic Area 2)

Goals

- G2.1 Embrace opportunities that deliver the greatest impact to the most people
- G2.2 Deliver our message effectively to ensure all people utilise and promote Rocky Bay

Strategies

- S2.1 Deliver effective marketing for our changing service focus
- S2.2 Broaden our health and community services portfolio

Enriching Capability

Maximising Potential (Key Strategic Area 3)

Goals

- G3.1 Ensure an engaged, capable, diverse and productive workforce
- G3.2 Provide the right resources to our customers and staff
- G3.3 Deliver financial and organisational efficiency and effectiveness through fit for purpose systems and processes
- G3.4 Develop and maintain positive relationships with partners

Strategies

- S3.1 Embed a strong employee value proposition
- S3.2 Develop the capability and capacity of our people

- S3.3 Procure and open a new head office
- S3.4 Ensure an appropriate network of primary hubs and satellites
- S3.5 Implement scalable and effective technologies through the ICT Directions Plan
- S3.6 Deliver a diverse range of contemporary, accessible housing options
- S3.7 Provide effective and sustainable transport outcomes
- S3.8 Improve decision-making through best use of data, process and systems
- S3.9 Actively work across our markets as a leader in collaboration