



SOUTH WEST ABORIGINAL MEDICAL SERVICE

STRATEGIC PLAN 2022-27



For more information, contact SWAMS Administration.

☎ Admin: (08) 9797 8111

📘 Find us on Facebook

🌐 www.swams.com.au

SWAMS continues its innovative and proactive approach to delivering culturally appropriate care for Aboriginal communities across Noongar Boodja. The Strategic Plan shows the organisation will continue to ensure the Aboriginal community will have access to a holistic and culturally sensitive service.

OPPORTUNITIES FOR OUR ORGANISATION

With the funding for the new HealthHUB, SWAMS will have a permanent, purpose-built home to deliver innovative and culturally appropriate care to its footprint. This will enable it to expand its clinic offerings whilst also establishing a Health and Wellbeing Centre to deliver social and emotional wellbeing programs.

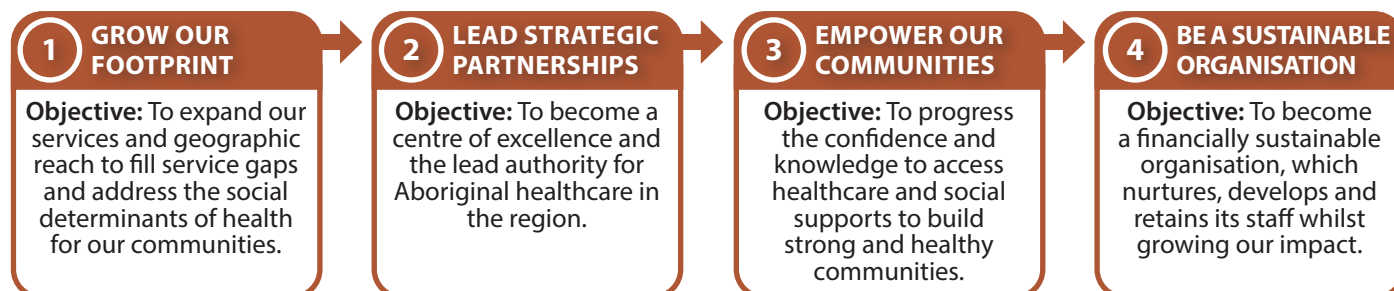
- 🕒 Aged care, NDIS provider, allied health, midwifery, child and maternal health services;
- 🕒 Domestic and family violence services and an Aboriginal smoking prevention program;
- 🕒 Partnering to expand exercise, social and emotional wellbeing and cultural healing programs;
- 🕒 Partnering with training organisations to boost the primary care workforce;
- 🕒 Develop an advocacy strategy, continue research partnerships;
- 🕒 Expand its fee for service offerings and diversify its revenue streams.



VISION, MISSION, AND VALUES

Our Vision	Aboriginal communities who are inspired to build their own bright future.
Our Mission	To provide high quality, culturally appropriate and holistic healthcare which builds strong and healthy Aboriginal communities.
Our Motto	“Our health, Our way”
Our Values	<div style="display: flex; flex-direction: column; gap: 10px;"> <div>  <p>We act with integrity - <i>Ethical, accountable and open</i> We are ethical, honest and open in our disclosure to our communities. We are always willing to listen and are honest in our communications.</p> </div> <div>  <p>We put people at the centre - <i>Culture and respect</i> We strive to provide the highest quality, cultural appropriate care. We take the time to understand our clients’ needs, validate their experiences and respond with professional, holistic services.</p> </div> <div>  <p>We are dedicated to excellence - <i>Leadership and professionalism</i> We are a community-led organisation using innovative approaches to provide care. Our people are passionate, competent and strive for excellence in empowering our communities.</p> </div> </div>

OUR STRATEGIC PRIORITIES



1 GROW OUR FOOTPRINT

Objective: To expand our services and geographic reach to fill service gaps and address the social determinants of health for our communities.

2 LEAD STRATEGIC PARTNERSHIPS

Objective: To become a centre of excellence and the lead authority for Aboriginal healthcare in the region.

3 EMPOWER OUR COMMUNITIES

Objective: To progress the confidence and knowledge to access healthcare and social supports to build strong and healthy communities.

4 BE A SUSTAINABLE ORGANISATION

Objective: To become a financially sustainable organisation, which nurtures, develops and retains its staff whilst growing our impact.

OUR OPERATIONAL PLAN

		STRATEGIC PRIORITIES			
		1 Grow our footprint	2 Lead strategic partnerships	3 Empower our communities	4 Be a sustainable organisation
STRATEGIC OBJECTIVE		To expand our services and geographic reach to fill service gaps and address the social determinants of health for our communities.	To become a centre of excellence and the lead authority for Aboriginal healthcare in the region.	To progress the confidence and knowledge to access healthcare and social supports to build strong and healthy communities.	To become a financially sustainable organisation, which nurtures, develops and retains its staff whilst growing our impact.
	INITIATIVES	<ul style="list-style-type: none"> ▶ Establish HealthHUB ▶ Expand our engagement with men ▶ Expand our midwifery, child and maternal health services ▶ Expand our allied health care ▶ Grow our NDIS services and packages ▶ Expand our aged care services, including collecting and leveraging data on client needs to make the case for further funding ▶ Investigate opportunities to grow our out-of-home-care supports ▶ Develop an Aboriginal smoking prevention program ▶ Develop the business case for becoming a registered training organisation ▶ Deliver culturally appropriate DFV programs ▶ Develop a business case for a Street Doctor ▶ Deliver end-of-life care services 	<ul style="list-style-type: none"> ▶ Partnership opportunities to expand our exercise and wellbeing services ▶ Partnership opportunities to deliver respite supports ▶ Partnership opportunities to deliver cultural healing services ▶ Establish the partnerships for social and emotional wellbeing programs out of the HealthHUB ▶ Develop a strategy for culturally appropriate accommodation ▶ Research partnerships ▶ Expand opportunities for SWAMS to raise its profile with funders, government and mainstream services 	<ul style="list-style-type: none"> ▶ Expand our cultural competence offerings ▶ Document and develop our advocacy strategy ▶ Strengthen our community engagement across all regions ▶ Deliver partnerships to boost the primary care workforce and provide training and employment opportunities for students (e.g. ECU) ▶ Expand existing initiatives to build the cultural competency capabilities of other mainstream services 	<ul style="list-style-type: none"> ▶ Review our workforce model to address staffing challenges ▶ Develop a comprehensive workforce strategy to increase employment and support career progression of Aboriginal staff ▶ Invest in our internal systems, tools and processes ▶ Position SWAMS as the Centre of Excellence for Aboriginal healthcare ▶ Develop a staff housing program ▶ Expand our fee for service practice and diversify our revenue streams ▶ Optimise the use of data and technology to evaluate services and embrace all aspects of the organisation ▶ Expand opportunities for SWAMS SMT to build their profiles and capabilities through conferences and events

OUR STRATEGIC NARRATIVE

BECAUSE	WE PROVIDE	THAT SUPPORTS	THIS LEADS TO	THAT RESULTS IN
Aboriginal communities need quality, cultural safe health services to address the gap in health	Professional, high-quality, holistic and culturally appropriate health services and education	Aboriginal communities across SWAMS' footprint and beyond	Improved health outcomes for Aboriginal communities, who have the access to and knowledge of appropriate healthcare	Closing the gap for Aboriginal health outcomes, alongside empowered and culturally strong communities



BUNBURY CLINIC

Unit 5/55 Forrest Ave, Bunbury, WA 6230

Phone: (08) 9726 6000

Toll free: 1800 779 000

Fax: (08) 9791 7655

www.swams.com.au

ADMINISTRATION

Unit 3/30 Wellington St, Bunbury, WA 6230

PO Box 1444, Bunbury, WA 6231

Phone: (08) 9791 1166

Fax: (08) 9721 4621

info@swams.com.au

About this document

The information contained in this document is considered correct at the time of publication. The term 'Aboriginal' refers to any persons of Aboriginal or Torres Strait Islander descent.