

Primary and Community Services Division  
**STRATEGIC PLAN**  
**2011-2014**

**Warrnambool Community Health**  
279 Koroit Street  
Ph: 03 5564 4190

**Macarthur Community Health**  
12 Ardonachie Street  
Macarthur  
Ph: 03 5552 2000

**Lismore Community Health**  
High Street  
Lismore  
Ph: 03 5558 3000

**Manifold Place Community Health**  
Manifold Street  
Camperdown  
Ph: 03 5593 1892

**David Newman Adult Day Centre**  
Church Street  
Camperdown  
Ph: 03 5593 2717

**Public Dental Clinic**  
26 Ryot Street  
Warrnambool  
Ph: 03 5564 4250

**Chronic Illness Programs**  
279 Koroit Street  
Warrnambool  
Ph: 03 5564 4165

**Aboriginal Programs**  
279 Koroit Street  
Warrnambool  
Ph: 03 5564 4192

**Sub Acute Ambulatory  
Care Program**  
Hider Street  
Warrnambool  
Ph: 03 5564 4137

## 1. Connecting Care and Strengthening our Partnerships

### Strategic Direction

To develop a seamless Primary and Community service system by aligning services and programs across South West Healthcare and external providers.

### Strategies

- Actively lead in the National Health Reform in South West Victoria.
- Create a continuous pathway of care for clients by developing a fully comprehensive service plan.
- Central coordination and connection of client appointments from first contact with South West Healthcare.
- Streamline the demand management tools across South West Healthcare's ambulatory programs.
- Form stronger relationships with our external partners to create a seamless service system across our region.
- Develop cross-agency orientation programs.
- Market and promote the programs and services we provide.

## 2. Population Health and Wellbeing

### Strategic Direction

To improve the health and wellbeing of our community through integrated health promotion strategies that enable people to increase control over and to improve their health.

### Strategies

- Develop strategies to address the barriers to community health and wellbeing.
- Foster a holistic approach to all services and programs, integrating health promotion into daily work.
- Expand our collaborative partnerships to create multi-faceted population health strategies.
- Educate all Primary and Community Services staff in health promotion principles.
- Develop robust health promotion practice that is based on a common planning and evaluation framework.
- Develop strategic links with tertiary education researchers and build on current research projects.
- Provide programs that enable the community to take responsibility for their own health.

## 3. Strengthening our Response to Children and Families

### Strategic Direction

Improve the health outcomes for children and their families in South West Victoria.

### Strategies

- Develop a service plan with our partners to improve the care of children and families in our catchment.
- Strongly lead the South West Close the Gap initiative by working with Aboriginal families.
- Provide health promotion interventions for children most at risk in our catchment.
- Work collaboratively with child care providers, pre-schools and schools to reinforce the benefits of healthy eating, exercise and lifestyle choices on long term health.
- Provide better training for staff in working with families.
- Improve accessibility to key services by delivering in community settings.

## 4. Enhancing Our Workforce

### Strategic Direction

To develop a strong regional workforce that provides best clinical practice, programs and health promotion strategies.

### Strategies

- Facilitate interdisciplinary exchanges and placements with leading Victorian health organisations.
- Integrate evidence based, best practice guidelines into the daily work practices of staff.
- Develop a Primary and Community Services Division recruitment and retention plan.
- Develop and implement a South West Healthcare Aboriginal workforce plan.
- Engage our volunteers to work as part of our workforce.
- Work with secondary schools to highlight career pathways for students.
- Facilitate post-graduate training that enhances our workforce and their careers.
- Establish clear career pathways for all staff.

## 5. Information Technology Capability

### Strategic Direction

To advocate for Information Technology (IT) based clinical systems that improve the outcomes of our clients.

### Strategies

- Implement electronic records in the new Warrnambool Community Health facility.
- Implement a single identification and booking system through TRAK.
- Align the multiple IT clinical systems.
- Implement multidisciplinary web based conferencing and case management in real time.
- Ensure SWARH advocate on our behalf and deliver the systems we require in a timely manner.
- Ability to electronically book clients from any campus.
- Align clinical tools and care plans across disciplines and campuses.

