



# Statement of Strategic Intent 2007–2011



The purpose of this document is to provide a clear statement for our members, staff and key stakeholders of the strategic intentions for General Practice Queensland for the next five years.

This statement guides our operational planning and helps us to allocate available resources to best effect. It is a living document and requires ongoing development and review with a formal review conducted annually.

### Operating Context for GPQ

There is a growing need for increased access to primary health care that:

- is equitably distributed across Queensland
- is appropriate, affordable and timely
- addresses the unique needs of Queensland's decentralised population grouping, Aboriginal and Torres Strait Islander peoples and other disadvantaged groups.

The levels of community and consumer interest, expectations and participation in prevention and primary health care information is also increasing.

Population health needs indicate a necessary and increased focus on the provision of primary health care, particularly in prevention, early intervention and health promotion. In addition, population growth and ageing, combined with an increasing burden of chronic disease is having a significant impact on the Queensland health system.

Simultaneously, Queensland has a reducing General Practice workforce capacity and there are concerns that the primary health care needs of the population will far outweigh the capacity of the workforce.

Defining needs and planning at a national, state and local level is therefore imperative. As such, there is commitment and political will from governments at all levels to undertake significant reform of primary health care policy and systems across Australia.

As a peak body for primary health care in Queensland and uniquely placed at the interface of both Commonwealth and State Governments, GPQ provides Government and other stakeholders with an effective channel for comprehensive consultation and communication.

Being in touch with day-to-day service delivery through the partnering relationship with the 17 divisions of general practice, and being an active member of the Australian General Practice Network (AGPN), GPQ provides strategic leadership, advocacy and representation for its member divisions and general practice and works collaboratively to build a stronger, more comprehensive, integrated primary health care sector.

As a member of the AGPN, GPQ is committed to the implementation of the National Network Strategy and its consolidated priorities. These include:

## Our Vision

Quality Health for All

## Our Mission

Leading Improvements in Primary Health Care

## Our Values

**Ethical** Our reputation and credibility mean everything to us

**Collaborative** We work in ways that connect us to others and harness our collective potential

**Energised** We thrive on challenge and relish opportunity

**High Performing** We strive to do well and take pride in our work. Mediocrity is not an option

**Effective** We want to make a difference

**Proactive** We anticipate future trends, adapt to our changing environment and focus on solutions



## Goal One

To be the key voice on primary health care in Queensland

- Profile GPQ as a credible, effective and influential peak body for general practice and divisions
- Lead primary health care reform through robust policy development
- Build a comprehensive knowledge base for general practice and primary health care
- Communicate and consult with members, stakeholders and consumers

## Goal Two

Drive change in primary health care

- Identify and promote solutions for health system improvements
- Lead and facilitate quality improvement in primary health care, particularly across divisions and general practice
- Pursue strong partnerships that promote innovation, collaboration and best practice in primary health care
- Pursue increased community and consumer engagement

## Goal Three

Maximise investment in primary health care

- Develop business cases for investment in primary health care
- Pursue research partnerships that build the evidence base for investment in primary health care
- Strengthen research and evaluation capabilities and capacity across divisions

## Goal Four

Develop valued services

- Understand and respond to the needs of our members and our broader customer groups
- Contribute to the development of sustainable workforce solutions
- Design and promote sector wide system solutions

Our success is measured by:

The recognition of GPQ as a leader for primary health care reform

The Queensland Divisions Network demonstrates improved health outcomes for Queenslanders

The growth and strength of the primary health care sector in Queensland

The satisfaction of our staff, members and customers

**Together we can build a better health system**



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**A proud member of the Australian General Practice Network.**

