



# Our vision for **healthier** & **happier** Australians.

Strategic Plan 2021-2025



Royal Flying Doctor Service  
SOUTH AUSTRALIA & NORTHERN TERRITORY

## AN AMBITIOUS FUTURE >

The RFDS Central Operations Strategic Plan 2021-2025 is a plan that positions our patients and communities in South Australia and the Northern Territory at the very heart of everything we do.

This patient-centric vision reflects the spirit of our founder, Reverend John Flynn. Through this plan, we set a path for an ambitious future.

A future that reflects a continued commitment to providing the finest care through best-practice approaches to emergency and non-emergency treatment.

A future where our patients and communities can access the health services they need at the right time and in the place they choose.

A future where we make a significant contribution to health equity for people in rural and remote parts of South Australia and the Northern Territory, closing the gap in health outcomes.

We know we cannot do this alone. Our genuine and enduring partnerships with patients, communities, supporters, delivery partners and governments will be more important than ever.

We will engage respectfully with Aboriginal and Torres Strait Islander people, respecting their right to self-determination and working as partners in service delivery.

We recognise the need to continuously improve and innovate in the ways we work. Technology has the potential to significantly enhance our patient interactions and improve patient care and experience.

We are uniquely placed to lead healthcare improvements that make a multi-generational impact on the lives of rural and remote Australians – and we have a responsibility to do so.

To achieve all of this, our people are fundamental.

Our RFDS staff and volunteers live the purpose of our organisation every day and we will continue to invest in their professional growth and wellbeing.

The health system and the world around us are evolving rapidly. This plan lays out our path for adapting to these changes and creating a foundation for long-term sustainability and success.





# OUR PLAN >

PURPOSE

## SUPPORTING HEALTHIER AND HAPPIER AUSTRALIANS, NO MATTER WHERE THEY LIVE, WORK AND PLAY

PILLARS



### EMERGENCY CARE

Provide best practice emergency and non-emergency care and transport >

Leading evidence-based emergency care, retrieval and repatriation of rural and remote Australians by road and air, irrespective of distance

- > Ensure a validated approach to pre-hospital and inter-hospital patient safety and quality through ongoing accreditation to industry standards
- > Improve health outcomes and patient experience through uninterrupted end-to-end patient transport for rural, regional and remote patients
- > Increase access for remote populations to remote emergency care



### COMMUNITY CARE

Enable equitable access to best practice comprehensive community healthcare >

Overcoming the barriers to providing comprehensive community healthcare in rural and remote communities and expanding our services to areas of unmet need

- > Expand comprehensive community healthcare services to support the diverse needs of our communities and government health systems
- > Develop and deliver holistic models of healthcare which recognise the complexity of health status and diverse service provision needs in rural and remote communities
- > Expand provision of cost-effective and timely healthcare services, clinicians, medical supplies and logistics to improve the equity of access to quality healthcare across the communities we serve
- > Expand digital healthcare services to supplement in-person services and create greater continuity of care for patients



### COLLABORATION

Strengthen collaboration with communities and partners >

Working collaboratively with our communities, consumers and partners to achieve better health outcomes for our patients

- > Listen to and collaborate with communities and Aboriginal Community Controlled Health Organisations (ACCHOs) to deliver tailored solutions to their healthcare needs in ways that are culturally appropriate and safe
- > Increase our focus on partnered health promotion and community advocacy that empowers people to make informed decisions about their health
- > Understand and contribute to local and national healthcare strategies through strong public health relationships
- > Enhance integration across local health systems through partnered service delivery models



### OUR PEOPLE

Enable our people to achieve their full potential by upholding a values-driven culture >

Engaging, valuing and developing our people in a diverse and supportive work environment that enables us to deliver extraordinary care

- > Engage and develop a workforce that reflects the diversity of the people we serve
- > Enhance employment pathways and opportunities for Aboriginal and Torres Strait Islander people
- > Ensure the wellbeing and safety of our people
- > Develop and support our people to promote a culture of learning, high performance and professionalism
- > Attract and retain professionals who deliver quality services for our customers



### INNOVATION

Create public value through innovation and continuous improvement >

Embracing innovation across the organisation to grow excellence in patient care and create economic value for our communities and partners

- > Embrace value-creating healthcare that supports economic development of the states/geographies we serve
- > Prioritise innovative workforce models and training partnerships that support the development of the rural and remote healthcare workforce
- > Collaborate with innovators and research funders to develop our digital ecosystem and implement technologies that enhance our business
- > Expand research, publication and academic partnerships that contribute to improved health outcomes for rural and remote Australians
- > Minimise our environmental impact
- > Deepen collaboration within the RFDS Federation

PRIORITIES

PRINCIPLES

PROGRAMS





# BETTER WHERE THEY LIVE, WORK AND PLAY



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## OUR VISION >

A mantle of health care services for improving and saving lives in rural, remote and regional South Australia and the Northern Territory.

## OUR MISSION >

Providing excellence in aeromedical and primary health care across South Australia and the Northern Territory.

## OUR PROMISE >

The furthest corner. The finest care.

## OUR PURPOSE >

To support healthier and happier Australians no matter where they live, work or play.

## OUR VALUES >

### CARE >

We demonstrate care for our patients, people, stakeholders, communities, and the work we do.

### INTEGRITY >

We deliver safe, high-quality services through demonstrating trust, honesty, and respect.

### COLLABORATION >

We listen, share and communicate as one team to deliver great outcomes.

### INNOVATION >

We embrace change and strive to provide industry-leading solutions.

### Acknowledgement of Country

The RFDS acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures; and to Elders past, present and emerging.