



RFDS Victoria

Strategy 2030





OUR VISION >

Healthy, connected and thriving. Every person. Every place, no matter how remote.



OUR MISSION >

We deliver accessible health and wellbeing services with an enduring commitment to safety, quality, and innovation—working collaboratively with our partners to advance health equity and support the diverse needs of the communities we serve.



OUR VALUES >



TRUST



HEART



RELIABLE



INNOVATIVE



VALUED



EXCELLENCE

OUR ROLE >

As a respected member of the Royal Flying Doctor Service Federation, we support people to overcome barriers to accessing quality health care. We are committed to responding to unmet need and seek to ensure every person can access the care they deserve.

We are a valued and trusted healthcare provider that connects people with primary health care. We take care to communities, provide remote services, and transport people to the services they need to thrive. We respond to health inequity, and play an integral role in delivering critical health and wellbeing services to diverse populations. As an integral part of the Victorian health and wellbeing service system, we deliver statewide services and honour our legacy to deliver critical access to care for regional, rural and remote communities.

We recognise and respect the expertise and resilience of regional, rural and remote communities. We strive to improve health service delivery, strengthen the workforce, and enhance social connectedness. We collaborate with local health providers, employ local staff, and provide meaningful volunteer engagement opportunities.

We are a proud and impactful for-purpose organisation that values the generosity of our donors and supporters who help us to respond to identified areas of need and amplify our impact. We collaborate with communities, local service providers, government and our network of partners to develop and deliver innovative onsite and digital solutions, now and into the future.

OUR STRATEGIC PILLARS & OBJECTIVES >



1. QUALITY CARE >

We respond to community need through enhanced access to targeted clinical and non-clinical services



2. EMPOWERED PEOPLE >

We enable our workers and volunteers to perform at their very best



3. COLLECTIVE IMPACT >

We raise awareness, amplify charitable support, and strengthen collaboration to deliver outcomes for people in need



4. TRANSFORMATIVE CHANGE >

We strengthen and evolve our core functions to drive our growth and impact



1. QUALITY CARE >

We respond to community need through enhanced access to targeted clinical and non-clinical services

- **Community Need.** Strengthen direct engagement with the diverse communities we serve to better understand and respond to their needs.
- **Health & Wellbeing Outcomes.** Enhance access to health monitoring and education to improve health and wellbeing outcomes for people across the lifespan.
- **Service Growth.** Scale services in regional, rural and remote communities to become a leading provider of onsite and virtual health and wellbeing services.
- **Patient & Community Transport.** Bolster our position as the provider of choice for end-to- end transport solutions for health services and government.
- **First Nations Pathways.** Improve pathways to culturally safe health and wellbeing services for First Nations' peoples.
- **Areas of need.** Strengthen service access in areas where there are identified access barriers, including inner and outer metropolitan areas.
- **Models of Care.** Partner and collaborate to pilot and evaluate innovative care models.



2. EMPOWERED PEOPLE >

We enable our workers and volunteers to perform at their very best

- **Leadership.** Further develop leadership capabilities and foster a culture of accountability and solution-focused problem solving.
- **Diversity.** Consistently embed our commitment to creating a diverse and inclusive workplace that values and respects all individuals.
- **Engagement.** Improve and sustain our employee and volunteer engagement.
- **Capability.** Strengthen investment in a workforce that aligns with our strategic directions, leveraging our organisational strengths, and responding to identified gaps.
- **Development.** Provide ongoing opportunities for our people to enhance their skills and knowledge and grow with the organisation, and develop the resources and tools required to apply this in their ongoing work.
- **Safety.** Foster a proactive, inclusive, and transparent safety culture that protects the physical and mental wellbeing of all staff, volunteers, and communities we serve.



3. COLLECTIVE IMPACT >

We raise awareness, amplify charitable support, and strengthen collaboration to deliver outcomes for people in need

- **Impact Measures.** Measure and report on our impact, highlighting healthcare outcomes and the socio-economic benefits of our services.
- **Positive Partnerships.** Deepen relationships with state, federal and local government, health organisations and community groups to drive impact in our areas of focus.
- **New Networks.** Foster strategic partnerships to advance shared goals and promote meaningful change.
- **Advocacy.** Champion the right to health care for all people, particularly those living in rural, regional and remote areas.
- **Brand Awareness.** Increase our brand awareness, including clear messaging about our role and the services we provide.
- **Supporter Experience.** Deliver an industry leading experience for our donors and supporters, at every stage of their journey.
- **Primary Health Workforce.** Work with partners to develop a sustainable pipeline of health care professionals.
- **Youth Engagement.** Engage with youth and young adult audiences to inspire future workforce and supporters.



4. TRANSFORMATIVE CHANGE >

We strengthen and evolve our core functions to drive our growth and impact

- **Business Development.** Strengthen our capability to identify, assess, and respond to strategic growth opportunities.
- **Financial Sustainability.** Enhance financial sustainability through diverse funding sources, and robust financial management and investment strategies.
- **Data.** Embed a data strategy and architecture that enables data-driven decision-making and opportunities for improving clinical and operational outcomes.
- **ICT.** Provide a seamless experience for employees, and ensure all workers have access to technology that supports secure, effective and efficient operations.
- **Platforms.** Transform our platforms to provide uninterrupted accessibility for our patients, consumers, donors, volunteers and employees.
- **Environmental Sustainability.** Reduce our environmental impact through targeted actions.



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Acknowledgement of Country

Royal Flying Doctor Service Victoria 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.