

OUR STRATEGIC VISION

To build trust-based, respectful relationships that support better health outcomes through clear communication, meaningful engagement, and collaborative action.

OUR PURPOSE

A healthier Western Queensland, shaped by meaningful relationships and co-designed solutions - where communication is clear, inclusive, and impactful.

OUR ENGAGEMENT PRINCIPLES

- Simple
Relational
Impactful
- Respectful
Clear
Culturally Safe

OUR FOCUS AREAS (WHO + WHAT)

Our engagement efforts are guided by five key stakeholder streams. Each group brings unique perspectives, needs and opportunities for partnership. By understanding who we engage with and what matters most to them, we can build stronger relationships and deliver more meaningful outcomes. These focus areas help us tailor our communication, ensure cultural safety, and create shared value through collaboration, co-design and clear feedback loops. By aligning our efforts to each group’s role in the system, we ensure our engagement is not only inclusive, but impactful.

Stakeholder Group	What we focus on
Consumer & Communities	Lived experience, local needs, shared decision-making
Primary Healthcare Providers	Partnership, service feedback, support
Internal Teams & Board	Alignment, consistent messaging, staff capability
Collaborative Partners	Co-design, shared goals, cross-sector innovation
Government & Policy Makers	Advocacy, system reform, visibility of impact

OUR FOUNDATIONS

- This strategy aligns with the core frameworks that drive our purpose, partnerships, and approach to system improvement, including:
- **WQPHN’s POW26 Strategic Plan** and it’s five Directions for Change
 - **PHN Core Functions** - Coordinate, Commission and Capacity Build
 - **The Quintuple Aim of Healthcare** - focusing on outcomes, equity, and experience
 - **Value-Based Healthcare (VBHC)** - commissioning for real impact, not just activity
 - **Relational Commissioning** - prioritising trust, collaboration, and shared goals

OUR ENGAGEMENT ROADMAP

Each financial year, a new Stakeholder Engagement Action Plan will be developed and released. This plan will outline our engagement priorities, focus areas, and key activities for the year ahead. It serves as our roadmap for putting the strategy into action and is how we will measure our progress, impact, and success.

Year	Focus	Outcome
2025	Doing the Basics Well	Foundations are established tools, processes, and language are consistent across the organisation. Engagement is timely, clear, and built into project planning. Staff understand who to engage, when, and how.
2026	Integrate Across Operations	Engagement is embedded into everyday work. Cross-team collaboration improves. More consistent co-design and planning practices are in place. Stakeholders are engaged early and meaningfully.
2027	Influence Strategy and Outcomes	Engagement is driving commissioning, strategy, and reform. Stakeholder voice shapes decisions. WQPHN is seen as a trusted, responsive leader in place-based, outcomes-focused healthcare.

WHAT ARE WE AIMING FOR?

Our goal is to embed engagement as a core capability across WQPHN, ensuring it is strategic, consistent and impactful at every level.

Clear communication

Strategically planned, timely, and accessible communication that reflects WQPHN values.

Early and purposeful planning

Engagement is embedded in all phases of planning, not added as an afterthought

Stronger Relationships

We nurture consistent, long-term and culturally safe relationships

Meaningful participation

Stakeholders are not just consulted - they help shape decisions and outcomes

Connected staff and systems

Internal engagement is strong, and staff are supported to engage with confidence

Outcome driven engagement

Our communication and engagement efforts are measured, meaningful, and improve health

WHO DO WE ENGAGE?

We engage with a broad range of stakeholders, each playing a vital role in shaping and delivering better health outcomes across our region. These are our five core engagement groups.



WHY ENGAGEMENT MATTERS

We know that lasting impact comes from relationships, not transactions, especially in a region as vast, diverse and community-driven as ours. Meaningful engagement strengthens trust, improves service design, supports culturally safe care, and creates a shared sense of purpose between WQPHN and the people we serve.

Engagement matters because it:

- Brings our values to life
- Drives health system improvement
- Builds community trust and voice
- Improves decision-making and commissioning
- Strengthens accountability
- Connects us to each other

Above all, engagement is how we honour our commitment to place-based, person-centred care and how we make sure that Western Queenslanders are not just participants in the system, but leaders and co-creators of it.

HOW AND WHEN DO WE ENGAGE?

Level of engagement	Examples of engagement methods	Rules of engagement	Expected frequency
Inform	Emails, newsletters, website, social media, media releases	Use plain language, be transparent, ensure accessibility	Weekly to monthly
Consult	Surveys, feedback forms, workshops, committee meetings	Ask early, explain how input will be used, close the loop	Quarterly and as needed
Involve	Workshops, community forums, advisory group input	Ensure broad voices, support accessibility, be strengths-based	Quarterly and as needed
Collaborate	Co-design sessions, external committee meetings	Share power, foster long-term relationship, maintain transparency	Quarterly and as needed
Empower	Consumer reps on Boards, community-led initiatives, funding decisions	Honor lived experience, act on shared decisions, respect autonomy	Standing roles with quarterly check-ins