



Boab
Health Services

Strategic Plan 2025 - 2030

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Message from the Chair

It is a privilege to present the Boab Health Services Strategic Plan 2025–2030, developed during a period of significant change across the Kimberley and the health sector more broadly.

Boab Health Services continues to play a vital role in supporting the health and wellbeing of people across our vast region. As a Board, we remain committed to strong governance, evidence-based practice, and collaboration with our communities and partners.

This plan builds upon the legacy of previous strategic periods while responding to new challenges and opportunities. It provides clear direction for how we will strengthen our partnerships, sustain our workforce, and deliver care that is both person-centred and culturally safe.

We are proud of our staff, our leadership team, and our partners, who together make Boab Health Services a trusted and respected provider of allied and mental health care in the Kimberley.

This plan is a commitment to continue that work, ensuring healthy living for all people in the Kimberley.

Keda Bond
Chairperson Boab Health Services



Message from the CEO

I am proud to share Boab Health Services' Strategic Plan, a guide that demonstrates our collective aim to improve health and wellbeing for communities throughout the Kimberley region.

As an organisation based in the region, we recognise that delivering quality primary healthcare in remote and diverse areas requires robust partnerships, creative solutions, and respect for different cultures. This plan draws on our existing strengths and outlines clear priorities so we can stay adaptable, sustainable, and focused on outcomes that matter to our clients and stakeholders.

In the years ahead, Boab Health Services will continue to invest in our team, strengthen collaboration with local health providers and community organisations. Most importantly, we will always put people, our clients, their families, and our communities at the core of all we do.

I want to thank our dedicated staff, our Board's leadership, and the support from partners and community members. Working together, we are creating a healthier and stronger future for our region.

Kelly Mackenzie
Chief Executive Officer





About Boab Health Services

Boab Health Services is a not-for-profit organisation providing allied health and mental health services across the Kimberley region of Western Australia. We work in partnership with individuals, communities, Aboriginal organisations, government, and other health providers to improve access to quality, culturally appropriate, and evidence-based care.

Boab Health Services' delivery model emphasises collaboration, continuity of care, and local engagement, with a focus on prevention, education, and self-management.

Our Vision Healthy Living for all



Our Mission Partnering with people to embrace healthier lives

Our Values

Compassion

We care deeply for our clients, colleagues, and communities.

Adaptability

We are responsive, flexible, and solutions-focused in a dynamic environment.

Respect

We value people, culture, and diversity, and treat everyone with dignity.

Excellence

We strive for the highest quality and continuous improvement in everything we do.



Strategic Context

The Kimberley region faces unique challenges including vast distances, workforce shortages, complex health needs, and a growing demand for culturally safe services. Our population includes a high proportion of Aboriginal people, many living in remote areas where access to health care is limited.

Boab Health Services operates within this context, supported by a strong reputation, experienced staff, and enduring community partnerships. In our capacity as a not-for-profit organisation, our focus over the next five years will be to build on this foundation by strengthening collaboration, ensuring sustainability, and continuing to deliver high-quality care that meets community needs.





Collaboration

Key Actions

- Work collaboratively with Aboriginal community-controlled organisations and other providers.
- Lead and contribute to regional coordination initiatives and joint planning forums.
- Build relationships that foster shared learning, data exchange, and integrated care.
- Promote Boab Health Services as a valued and active partner in regional health leadership.

Measures of Success

- Evidence of co-designed programs or joint service delivery initiatives with Aboriginal organisations.
- Active participation and leadership in regional health coordination groups, networks, and planning forums.
- Demonstrated improvements in service integration.
- Growth in collaborative projects and funding opportunities driven by Boab's partnerships.



Community

Key Actions

- Embed community voices in planning, evaluation, and program design.
- Promote culturally safe and inclusive services.
- Increase awareness of Boab Health Services across the Kimberley.
- Strengthen engagement with local governments, schools, and community groups.

Measures of Success

- Establishment of community or consumer advisory groups with diverse representation.
- Implementation of a Cultural Safety Framework across programs.
- Growth in social media reach, website engagement, and community event participation.
- Joint health promotion or wellbeing initiatives delivered annually in collaboration with community partners.



Sustainability

Key Actions

- Diversify funding sources and reduce reliance on single programs.
- Strengthen financial management and risk frameworks.
- Maintain accreditation and compliance with all regulatory requirements.
- Invest in systems, infrastructure, and technology that support service delivery.

Measures of Success

- Successful acquisition of new funding contracts or extensions supporting service continuity.
- Annual financial audits completed with no major findings or compliance issues.
- Successful completion of all external accreditation and quality assurance processes.
- Increased use of technology to enhance accessibility, communication, and client outcomes.



Care

Key Actions

- Strengthen models of care that are holistic, evidence-based, and culturally informed.
- Promote prevention, early intervention, and self-management.
- Support clients with complex needs through care coordination.
- Measure outcomes to demonstrate the impact of our services.

Measures of Success

- Partnerships with Aboriginal community-controlled organisations informing model development.
- Increased participation in health promotion, screening, and early intervention programs.
- Positive client outcomes and satisfaction with care coordination support.
- Demonstrated improvements in client health and wellbeing indicators over time.



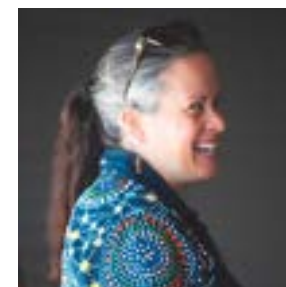
People

Key Actions

- Strengthen recruitment and retention strategies for regional and remote staff.
- Foster a culture of safety, respect, and wellbeing.
- Provide professional development, supervision, and leadership opportunities.
- Support pathways for local Aboriginal employment and training.

Measures of Success

- Improved staff retention rates across regional and remote sites.
- Reduced vacancy periods for key clinical and support roles.
- Recognition of Boab Health Services as an employer of choice within the region.
- 100% of staff participating in regular supervision and performance development processes.
- Partnerships with local education, training, and employment organisations.



Implementation and Review

This plan will guide operational and business planning across Boab Health Services from 2025 to 2030. Each year, the CEO will prepare an Operational Plan aligned to these strategic priorities, with clear deliverables, timeframes, and performance indicators.

The Board will monitor progress through quarterly reporting, an annual review, and a comprehensive mid-term evaluation in 2027. The plan will be refreshed as needed to reflect emerging priorities, funding changes, or new opportunities.



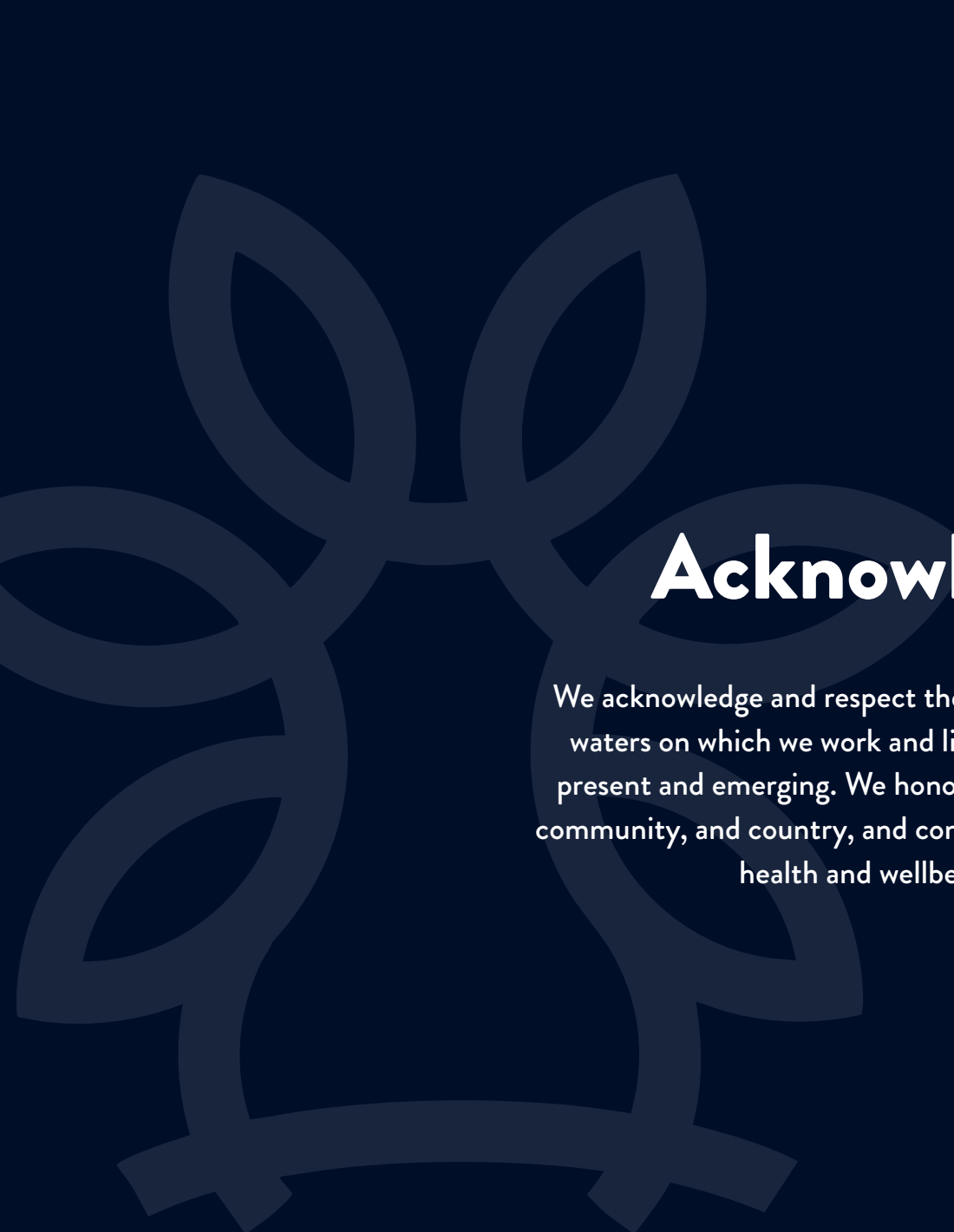
Governance and Accountability

Boab Health Services operates under robust governance principles that ensure transparency, integrity, and compliance with all legislative, financial, and clinical standards. The Board of Directors provides strategic oversight, while the Executive team ensures effective operational delivery aligned with the organisation's mission and values.

Our governance framework includes

- Risk management and internal control systems
- Annual external audit and financial reporting
- Clinical governance and quality assurance processes
- Commitment to continuous improvement and stakeholder accountability





Acknowledgement

We acknowledge and respect the Traditional Custodians of the lands and waters on which we work and live, and pay our respects to Elders past, present and emerging. We honour their enduring connection to culture, community, and country, and commit to working in partnership to improve health and wellbeing across the Kimberley.



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