



leading workforce innovation

The Health and Community Services Workforce Council Inc (Workforce Council) is a peak body which leads and influences workforce development and innovation in Queensland's Health and Community Services Industries. We promote workforce and skills development to ensure workforce sustainability and a quality workforce by:

- Providing leadership in the promotion of workforce and skills development
- Providing information and assistance to our industries and industry partners
- Providing advice to Government
- Supporting innovative workforce development strategies
- Brokering quality professional development
- Advocating the value of our industries within the Queensland Community
- Developing workforce planning and development products and services

We work collaboratively with stakeholders, industry organisations, workplaces, individuals, education and training providers and consultants. Workforce Council is an autonomous, not-for-profit, incorporated association with membership drawn from:

- Employers
- Unions
- Peak bodies
- Indigenous organisations and organisations working with Aboriginal and Torres Strait Islander people
- Education and training providers
- Government departments
- Organisations working in and for people in regional areas.



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HEALTH AND COMMUNITY SERVICES WORKFORCE COUNCIL

STRATEGIC INTENT 2010-2012



A MESSAGE FROM THE EXECUTIVE DIRECTOR



The Health and Community Services Workforce Council (Workforce Council) has established its Strategic Intent 2010-2012 as a clear statement about how we will work with and for the Health and Community Services Industries to lead and foster workforce innovation.

These statements of Strategic Intent are intended to outline the context within which the Workforce Council will do its work in the coming years. It is not designed as a catch all for every function we perform, but more to direct our energy and resources in ways that continue to add value to industries' development. This will be achieved through a range of workforce strategies.

Health and Community Services are broad and diverse industries. The Workforce Council reaches across this diversity and breadth, working in collaboration to identify and foster emerging workforce innovation. These statements of Strategic Intent provide us with a framework to lead this work in and for our Industries.

We look forward to keeping in touch with you about our progress and working closely with you, our industry partners, to enable a sustainable workforce for the Health and Community Services Industries in Queensland.

WALLIS WESTBROOK

STRATEGIC INTENT 2010-2012 BACKGROUND

In leading workforce innovation in the Health and Community Services Industries we value:

- Collaboration and partnerships;
- Inclusive leadership;
- Creativity and diversity; and
- Reflection and learning.

This document acts as a strategic plan providing an outline to our staff and stakeholders on our directions for a sustainable future. This revised version of the document outlines the Workforce Council's Strategic Intent for the 2010-2012 period, with adjusted Key Result Areas and Key Indicators to reflect the organisation's progress during 2010-2011 and planned efforts for the 2011-2012 phase.

STRATEGIC INTENTS

Intent 1: Be a strong partner in workforce reform

Intent 2: Deliver innovative commercial workforce products and services

Intent 3: Strengthen our focus on the health workforce

Intent 4: Innovate our organisation



INTENT 1

Be a strong partner in workforce reform

KEY RESULT AREAS:

1. Broaden our engagement and partnerships to support industry outcomes and influence key reforms
2. Deliver quality projects that meet contract requirements and expand our influence
3. Strengthen our evidence base to advocate and ensure quality outcomes for industry
4. Promote the Health and Community Services Industries and workforces

Key Indicators

- maintain and expand our facilitation of and participation in networks and stakeholder groups
- contribute to and inform industry on Health, Education and Training, Disability, Aged Care and Children's Services reform activities
- implement an organisation-wide Annual Planning cycle to deliver quality contract outcomes
- identify, collect and analyse data and information to promote our industries

INTENT 2

Deliver innovative commercial workforce products and services

KEY RESULT AREAS:

1. Capitalise on current and future business opportunities to ensure our sustainability
2. Develop, use and market workforce planning models and tools

Key Indicators

- plan and implement 10 products or services that will generate an independent income
- publish a workforce planning guide and provide commercial support products and services

INTENT 3

Strengthen our focus on the health workforce

KEY RESULT AREAS:

1. Enhance the capacity of the primary health care workforce
2. Utilise our knowledge and expertise to enhance outcomes for industry and expand our work capacity
3. Broaden our engagement and partnerships to influence health and education reforms

Key Indicators

- participate in Medicare Locals through workforce planning advocacy and activity
- increase health workforce related outcomes from our work
- establish and enhance industry partnerships to implement skilling and workforce responses

INTENT 4

Innovate our organisation

KEY RESULT AREAS:

1. Maintain and enhance integrated internal systems
2. Integrate our knowledge and expertise to build workforce capability
3. Promote our organisation
4. Enhance the capability of our staff through a positive learning culture

Key Indicators

- implement and improve our quality system
- adopt integrated work practices across the organisation
- review and implement a communication and marketing plan
- implement an organisational workforce development plan which integrates individual and organisational priorities