

# Business Profile

## Vision

Creating healthier communities.

## About us

HealthWISE has been delivering federally funded primary health and social services for 9 years.

We are a not for profit organisation dedicated to creating healthier communities.

The people we support live in the New England and North West regions of northern New South Wales and the Darling Downs and West Moreton regions of southern Queensland.

By employing skilled and experienced local health care providers, we provide efficient and effective programs that improve access, increase awareness, decrease cost, incorporate lived experience, empower communities and foster long term health.

## Our values

### Client Focus

We listen, deliver services to meet needs and seek to exceed expectations.

### Empowerment

We build confidence and capabilities of staff and empower individuals towards a common goal of a healthier community.

### Courage

We create an environment in which staff are focused and encouraged to advocate, take initiative and develop new ideas and processes.

### Excellence

We give our best at all times in support of our colleagues and clients. We are flexible and learn from our experiences.

## Our reach

HealthWISE services the New England North West region of New South Wales and the Darling Downs and West Moreton region of Queensland. HealthWISE delivers health programs in regions twice the size of Tasmania.

At the 2021 Census, the HealthWISE region had a total population of 603,565 people. Aboriginal and Torres Strait Islander people made up 7.32% of the total population (compared to 3.2% nationally). The HealthWISE footprint is predominately made up of towns and smaller villages that surround the regional centres of Armidale, Ipswich, Tamworth and Toowoomba.





# HealthWISE

*Creating healthier communities*

## Our people

HealthWISE employs 122 people in 2023-24 with 64% of our staff providing direct client services. Despite a scarcity of health workforce in regional and rural areas, we have a strong record in recruitment and retention to maintain service delivery.

Our board and executive team are deeply committed to employing and supporting Aboriginal staff members to service the Aboriginal community. Over 25% of our staff members identify as Aboriginal. We embrace Aboriginal and Torres Strait Islander beliefs and values.

## Our core business

Our core business:

- Mental health services
- Allied health services
- Aboriginal health
- Supporting clients to prevent or manage chronic disease
- Coordinating medical specialist services where there is specific need
- Health education and screening in schools and small towns
- Supporting communities and individuals who have been affected by natural disasters

## Service principles

We strive to change the mindset concerning health by improving access to opportunities to become healthy to those in our service area. We recognise the social determinants of health and the unique characteristics of our regions. We believe it is possible for every person to make choices that result in a healthier self. Our purpose is to make those choices easier.

## How we operate

We provide high quality clinical services at best practice standards through:

- Engaging with partners across sectors
- Maintaining strong governance
- Understanding local health challenges
- Supporting people to maintain good health
- Supporting vulnerable people through holistic and diverse client services
- Supporting community resilience and wellness
- Delivering initiatives on time
- Demonstrating compassion, respect and transparency

## Contact details

**Fiona Strang, CEO**  
**(02) 6771 1146**  
**[fiona.strang@healthwise.org.au](mailto:fiona.strang@healthwise.org.au)**  
**117 Faulkner Street**  
**(PO Box 1321)**  
**Armidale NSW 2350**

