Strategic Plan 2026–2029

Our vision

Shaping better health outcomes for every person on the Gold Coast.

Our ambition

To be a leading system shaping PHN, driving better health outcomes where community need is greatest.

Gold Coast Primary Health Network (GCPHN) will focus effort, investment and partnerships where we can have the greatest impact for vulnerable people across the Gold Coast community.

We will strengthen our role as a system shaper, primary care connector, strategic commissioner and evidence-led partner.

Through clear priorities, strong partnerships, evidence-informed decision-making and disciplined investment, we will help shape a more connected and equitable health system.

Our values

- **Community first**
- **Working together**
- **Bold and impactful**

We do this by

- Designing care and support where community need is greatest
- Strengthening general practice and primary care
- Using evidence to show what works
- Building data, digital and workforce capability

Our mission

We bring people, providers and partners together to improve access to care, strengthen primary healthcare and shape a more connected and equitable health system.

Our strategic plan aligns to the national PHN Program impacts:

- **Improved health equity**
- **Improved health outcomes**
- **Improved sustainability**
- **Improved consumer experience**
- **Improved provider experience**

Our system shaping strategy

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Our strategic focus areas

	1. Portfolio-led commissioning	2. Putting primary care first	3. Evidence, value and scale	4. Data and digital maturity
	Disciplined, evidence-informed and outcomes-focused commissioning model that directs investment to areas of greatest need, impact and value.	Position primary care as the coordinating anchor of the system, improving access, continuity and outcomes for priority populations.	Build a clear, trusted and consistent evidence base that shows what works, informs decisions and strengthens confidence with government and partners.	Build trusted data and digital foundations to better identify need, inform planning and commissioning, support care coordination and improve visibility of performance and outcomes across the organisation and its partnerships.
Priorities	• All planning & investment decisions aligned to strategic direction • Align activity to local need, where it will have the biggest impact • Strengthen commissioning procurement, visibility & transparency	• Support workforce & system capability uplift • Co-design models in partnership with SMEs • Improve pathways, access & continuity of care • Support general practice in quality improvement initiatives	• Strengthen outcomes & measurement • Use evidence to guide decisions • Embed review & evaluation in all our work • Improve impact reporting	• Improve data quality & governance • Build reporting to inform decision-making • Strengthen data sharing & digital connectivity • Grow internal analytics & digital capability • Use insights to inform commissioning investment
Measures of success	Funded services achieve agreed outcomes and deliver positive consumer experiences People receive culturally safe care from a capable workforce	Commissioning decisions are informed by performance, evaluation, and community feedback Community members can access the right care at the right time through effective navigation pathways	Providers demonstrate measurable improvements in access, affordability, and quality of care Local training and placement opportunities help build a sustainable skilled health workforce	

Acknowledgement of Country

GCPHN acknowledges the Aboriginal and Torres Strait Islander peoples of the Gold Coast – the Kombumerri people, part of the wider Yugambeh Language Speaking group – who are the Traditional Custodians of the lands, winds and waters of this region. We pay respect to Elders past and present, and we are committed to walking alongside Aboriginal and Torres Strait Islander peoples in the spirit of respect, partnership and reconciliation.

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