Nursing and Midwifery Strategic Priorities: 2018–2021

**Workforce Excellence**
1. Workforce capability - Build strong leaders
   - Influence and shape digital innovation
   - Develop and grow business acumen

2. Workforce capacity
   - Design compelling careers
   - Contemporary and adaptable workforce
   - Strategic workforce solutions

3. Performance culture
   - Engaged compassionate workforce
   - Robust governance and accountability
   - Embed performance culture

**Optimise Activity**
4. Safety and quality culture
   - Benchmark and innovate for safe care
   - Lead and collaborate for best outcomes
   - Embed a translational research culture

5. Sustainable services
   - Partner for optimal health outcomes
   - Embed efficiency and financial sustainability
   - Maximise value for least cost

6. Driving outcomes
   - Influence, shape and advance practice
   - Measure for improved patient outcomes
   - Contemporary staffing models for safe patient care

**Enhance Care Continuum**
7. Partner for improvement
   - Engage with consumers for better health outcomes
   - Cross sector collaboration
   - Prioritise primary care co-ordination

8. Equity and access
   - Deliver care models that meet consumer need
   - Integrated and co-ordinated consumer experience
   - Embed culturally safe care

9. Consumer-driven care
   - Patient focussed approach
   - Optimise communication
   - Right Care Right Place Right Time

Nursing and midwifery: great care is our business