

# 2021 - 2024 Strategic Plan

## Vision

Health for all

## Mission

We influence, build promote, and support advocacy for public health priorities through innovation in education, applied research, engagement, and practice.

## Approach

A critical friend, we support a collaborative and coordinated approach to inspire action to improve public health in priority areas. Priorities are evidence informed and demand driven. Together with our partners, we advocate to inspire timely, appropriate, and 'just' public health impact.

## Pillars

- Creating strategic partnerships for collective impact
- Building the capacity of individuals and organisations to become public health advocates
- Influencing policy and practice to address public health priorities
- Supporting governments and relevant organisations to understand and prioritise public health and undertake prevention activities
- Facilitating timely, appropriate evidence to support public health advocacy

## Values

<b>Integrity</b>	To act ethically, honestly and with fairness
<b>Respect</b>	To listen, value and acknowledge
<b>Courage</b>	To lead, take responsibility and question
<b>Excellence</b>	To strive for excellence and distinction
<b>Impact</b>	To empower, enable and inspire