

Western Bay of Plenty Primary Health Organisation

Tūngia te ururua, kia tupu whakaritorito te tupu o te harakeke. Clear the undergrowth so that the new shoots of the flax will grow.

OUR PURPOSE

HEALTH EQUITY

Health equity is about fairness. We serve a diverse community with different levels of advantage that require different supports, resources, and approaches.

IN OUR COMMUNITY

We act as a korowai (caring and protecting) through a range of supports, health services, and programmes to support wellness.

FOCUS ON WELLNESS

We enable people to shape their own health and wellbeing.

THE PEOPLE WE SERVE

Patients, whānau, hapū and Iwi are at the heart of our work, with primary health services wrapping around them.

OUR VISION

To be courageous leaders of compassionate, connected, trusted and innovative whānau-centred healthcare provision.



WHAT DRIVES US – OUR 'WHY'

We are motivated and committed to enabling people to protect their own health and wellbeing, eliminating inequity, and improving health outcomes.

OUR MISSION

To ensure positive and fair health experiences for all, so everyone can flourish. We will do this by working together-mahi tahi, working in true partnership for transformational change.

OUR CORE BELIEFS

WHAI MANA

Achieving health equity for all, particularly for Māori.

WHANAUNGATANGA

Inclusiveness and a sense of belonging.

MANAAKITANGA

Caring and showing respect for each other.

MANA MOTUHAKE

Enabling people to be in control of their own health and wellbeing.