



# AT THE LEADING EDGE

Life-giving blood, plasma, transplantation and biological products for world-leading health outcomes.  
**THROUGH THE POWER OF HUMANITY.**

## STRATEGIC PILLARS



### EFFICIENT AND EFFECTIVE BUSINESS

- 1** Optimised donor panel and service excellence
- 2** Productive and efficient processing, testing and tissue typing
- 3** Safe, high quality products and services that meet demand

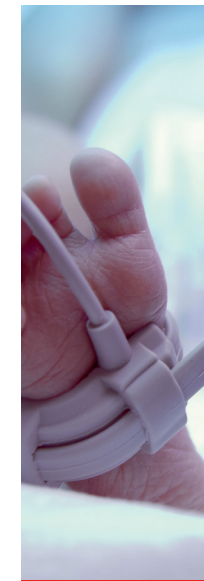
**IMPROVE**



### SECURE AUSTRALIAN PLASMA

- 4** Strategic plasma independence vision for Australia
- 5** Optimise plasma production
- 6** Build plasma donor capacity for the future

**BUILD**



### GREATER CONTRIBUTION TO HEALTHCARE

- 7** Advance sector productivity, community wellness and active engagement with the broader Red Cross
- 8** Diversify business and product lines
- 9** Enhance our position in competitive markets through our customer-centric approach, partnerships and capabilities

**GROW**

## STRATEGIC FOUNDATIONS

### ENABLING THE BUSINESS

Putting health and safety first, collective workforce enablement and building capability through technology will be the foundations for our success.

### CORPORATE HEALTH

Our financial strength, robust systems and corporate efficiency creates confidence and trust in our decisions.

### IMPROVING THE BUSINESS

We focus our efforts to reduce complexity and continually look to improve the way we operate.

### TAKING US FORWARD

Innovation and a customer-centric approach will drive us forward and improve the health of Australians.

### DELIVERING THE BUSINESS

Delivering core business enablers combined with leading edge research and translation underpin our ability to grow.