



Media Release

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Commission unveils new Strategic Plan and brand

The Australian Commission on Safety and Quality in Health Care (the Commission) today unveiled a new strategic plan and brand – a refreshed direction for leading healthcare improvement over the next five years.

Conjoint Professor Anne Duggan, CEO of the Commission, said this is a timely recalibration of the Commission's priorities within the rapidly evolving healthcare environment.

“Our new Strategic Plan outlines how we will lead system development and maturity in clinical governance, workforce culture, and patient, carer and community empowerment. The Commission continues to drive quality improvement for better health outcomes in collaboration with health services, primary care, clinicians, patients, communities and our partners,” said Professor Duggan.

“While our look may be new, our purpose remains – to lead improvements in the safety and quality of health care so all Australians receive better care, everywhere.”

“Our new brand reflects the role of the Commission – bringing clarity, consistency and a greater connection to our partners in healthcare. It affirms who we are and increases our impact in leading safety and quality improvement, nationally,” Professor Duggan said.

The new brand is the Commission's first since its establishment in 2006 and features a new logo highlighting the Commission's core focus on safety and quality. The S & Q in the logo represents the Commission's constant collaboration and interaction with partners across the health system.

Professor Christine Kilpatrick AO, Chair of the Commission Board, said the Commission's focus on innovation, integration, and an improvement-driven workforce culture will deliver better outcomes for patients.

“The Commission's new Strategic Plan focuses on the evolving healthcare environment and the need for agile responses to changes in workforce, models of care, patient needs, technology and socio-economic and environmental impacts on health.

“This plan positions the Commission to provide trusted, evidence-based leadership well into the future,” Professor Kilpatrick said.

The Strategic Plan 2025–30 focuses on four key priorities:

- High-quality care in an evolving environment

- Strong outcome-focused clinical governance
- Empowered patients, carers and communities
- An improvement-driven workforce culture

To learn more about the Commission's Strategic Plan, 2025–30 and explore the new brand, visit: [safetyandquality.gov.au/StrategicPlan](https://www.safetyandquality.gov.au/StrategicPlan).

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About the Commission

The Australian Commission on Safety and Quality in Health Care is an Australian Government agency that leads and coordinates national improvements in the safety and quality of health care based on the best available evidence. By working in partnership with patients, carers, clinicians, the Australian, state and territory health systems, the private sector, managers and healthcare organisations, the Commission aims to ensure that the health system is better informed, supported and organised to deliver safe and high-quality care. www.safetyandquality.gov.au