

Our Strategy 2023–2025



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Our Commitment

First Nations People

We recognise and acknowledge Aboriginal and Torres Strait Islander people's continued connection to land and sea as the First Peoples of Australia and we are committed to working with and for Aboriginal and Torres Strait Islander people and communities to support them to achieve their goals. We will seek opportunities to partner with Aboriginal and Torres Strait Islander owned organisations to lead and deliver services that impacts Aboriginal and Torres Strait Islander people and communities.

Excellence in service

We position our organisation as a benchmark for service excellence in the community service sector by continuously exceeding client expectations, fostering a client-centric culture, and driving innovation to deliver unparalleled service experiences.

Voice

We hear and respond to the voice of our clients, staff, stakeholders and communities.

Sustainability

We maintain long-term organisational sustainability by integrating economic, environmental, and social dimensions into our business practices. We aim to create a lasting positive impact on the world while ensuring the prosperity and resilience of our organisation.

Person-centredness

We strive for a holistic approach to person-centred care and recognise the interconnectedness of physical, emotional, spiritual, and social wellbeing as we respond to human need.

Our Focus



Seniors

We will contribute to an age-inclusive society where seniors are empowered, respected, and receive person-centred care and support that promotes their wellbeing, independence, and active participation in the community.



Families, youth and children

We will co-create an inclusive, safe and nurturing environment that fosters the holistic wellbeing of families, youth, and children enabling them to flourish and reach their full potential.



Our people

We will co-create a robust workforce that is diverse, inclusive, enhances wellbeing, and fosters continuous development, ensuring a motivated, engaged, and high-performing culture.



1

Sustainable growth in residential aged care

Achieve sustainable growth in our residential aged care portfolio to 1,000 beds, ensuring a superior quality of care and support for Seniors while expanding our market presence that incorporates contemporary care and accommodation options.



2

Become a market leader in home care

Secure a leading market position in the home care sector by focussing on client retention and achieving sustainable growth through exceptional service.



3

Aim to alleviate the housing crisis

Respond to the homelessness and housing crisis by developing a multi-faceted approach that focuses on prevention, intervention, and sustainable housing solutions. Through wide collaboration we aim to alleviate the housing crisis.



4

Foster workforce sustainability, resilience and adaptability

Define and design innovative workforce models that foster workforce sustainability, resilience, and adaptability.