



Strategic Plan

*“We provide
**compassionate care &
support, enabling our
Tasmanians to thrive at
home with dignity.”***



Our Strategic Directions

What we're focus on...

Provider of choice



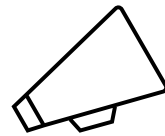
Technology integration



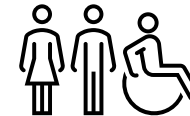
Quality standards



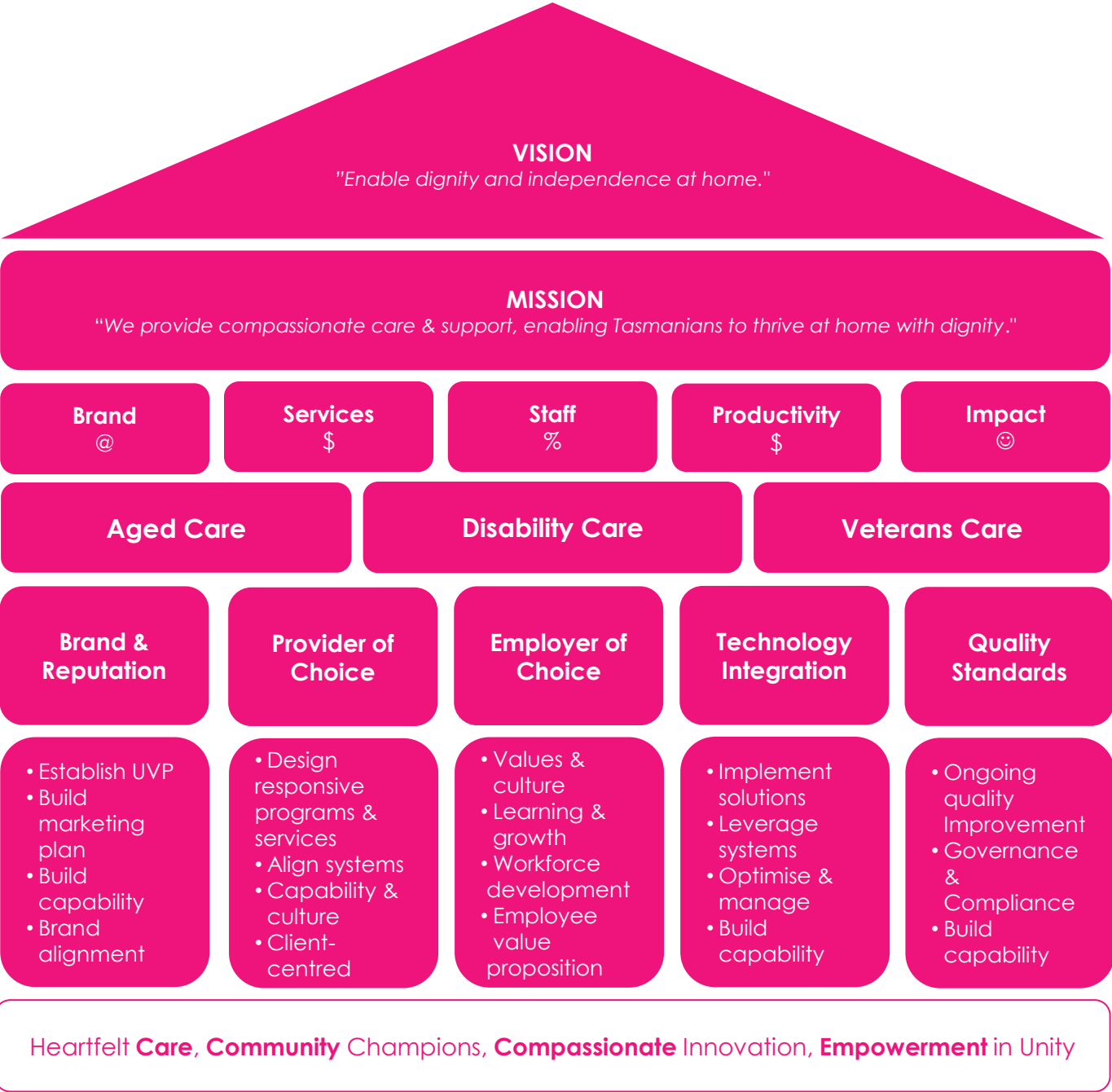
Brand & reputation



Employer of choice



Strategy House



Our 3 Year Vision

What we want to see

Our Mission

What we do every day

Our Targets

The main measures of our success

Our Services

What we deliver to the community

Our Strategic Directions

What we're focused on

Our Key Objectives

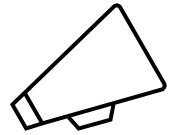
How we're going to get there

Our Values & Principles

How & Why we behave



Strategic Direction 1



Our **Brand & Reputation** inspire pride in our clients and staff

Strategic Objectives
Establish an inspired Unique Value Proposition & Brand Identity .
Create a targeted and measurable Marketing Strategy and Plan .
Build Marketing Capability that supports our aspirations.
Offer a responsive, innovative and brand aligned suite of Programs and services



Strategic Direction 2



We are the **provider of choice** for person-centered home and disability care in Tasmania.

Strategic Objectives

Design a personalised **end to end client experience** that fosters empowerment, connection and inclusion.

Align our **systems, processes and policies** to deliver our personalised client experience.

Establish and **support our capability and culture to deliver** on our client experience aspirations.

Maintain a suite of **programs and services** that are responsive to the needs of our clients and wider community.



Strategic Direction 3



We are an **employer of choice** for home and disability care across Tasmania.

Strategic Objectives

Identify and embed a **values driven culture** across the organisation that optimises attraction and retention of talented staff.

Implement a **fit for purpose learning and development** program.

Create an **employee value proposition** that meets the expectations of current and future workforce.



Strategic Direction 4



Leverage **Technology** solutions to deliver on Mission and Strategic directions.

Strategic Objectives

Implement identified **technology solutions** that enhance our staff, client, and supplier experience.

Leverage and refine our technology architecture.

Build the **capability for metric** driven management and reporting



Strategic Direction 5



We exceed best practices in **quality standards, governance, and compliance.**

Strategic Objective
Establish a culture of ongoing quality improvement to consistently enhance service delivery and processes.
Develop and maintain a comprehensive governance and compliance framework that aligns with industry regulations and best practices.
Build workforce capability to meet and exceed quality standards across all part of the organisation.

