



Strategic Directions

Our purpose and values are the foundation of our strategic directions.

Robust Business

Eldercare will achieve:

- Financial sustainability
- Best practice clinical governance
- Best practice corporate governance
- Corporate Social Responsibility
- Workforce for the future

High Performance

Eldercare will achieve high performance:

- Consumer engagement and well-being
- Leadership and accountability
- Employee engagement and capability
- Safety and quality of care
- Business sustainability
- Business excellence

Provider of Choice

People will choose Eldercare for:

- Our unique Model of Care that optimises quality of care and quality of life
- Employees who live our values, welcome diversity and create an inclusive and supportive environment and culture
- Safe, high-quality environments for care and work
- Technology that enhances our model of care and resident experience
- Our strong reputation

Business Growth

Eldercare will achieve growth through:

- Increased scale and innovation
- Unlocking development potential in our existing assets
- Active pursuit of growth opportunities
- Business diversity

Our purpose

Delivering peace of mind with our care

Our values

Respect

We protect the dignity, rights and values of individuals

- All people are important to Eldercare and deserve respect.
- How we do things is just as important as what we do.
- Diversity is valued and encouraged, regardless of culture, spirituality, age, gender, or ability.
- We welcome and support lesbian, gay, bisexual, transgender and intersex (LGBTI) people.
- Informed choices and consent are paramount for sound decision-making about care and wellbeing.

Accountability

We are all responsible for working safely and with integrity.

- Everyone at Eldercare is responsible for ensuring the best quality care is provided, and for the success of the organisation.
- All of our actions are focussed on maintaining the integrity of our commitments.
- We are all responsible for what we say and what we do.
- Eldercare will serve our community for the long term, so our decisions are made with this in mind.

Connection

We develop vibrant and supportive relationships based on warmth and generosity.

- We create environments where warmth and generosity are present.
- We connect residents with their own purpose and meaning and do everything we can to help them live a fulfilling life.
- We are committed to building environments where the uniqueness of each individual is celebrated.

