

# ANNUAL REVIEW 2023-2024



**Helping Hand**  
*new aged care*



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## Message from the Chair

*Following the Royal Commission, regulatory reform has continued to be at the forefront of the agenda.*

The 2023/24 financial year saw the introduction of several significant policies on the reform agenda. In July 2023 we welcomed the 15% pay increase for many of our workforce, this was an important and long overdue recognition of the incredible work performed by those in caring roles.

Other policies that were introduced included the requirement of Registered Nurses on site 24/7 in residential care homes, the establishment of a food complaints and advice hotline, increased scope of quality indicator reporting and the introduction of mandated care minutes in residential care homes.

These reforms aim to improve standards, accountability, and access across the sector. They are complex, especially considering the broad geographies across which we

operate and will require ongoing adaptation and innovation on our part. Our Board and leadership team have been proactive in staying informed and involved in these changes, ensuring that we are ready to meet new requirements and capture the opportunities they present. We want to ensure that these reforms lead to better outcomes for the people whom we support, and we remain committed to delivering the highest standards of care as the landscape shifts.

Following a recommendation from the Royal Commission, amended legislation was introduced requiring all aged care providers to invite consumers to form a Consumer Advisory Body. The voice of

**We need leaders who understand the intricacies of the sector... and are equipped to make strategic decisions**

12 months, we have also been thinking about and discussing the future strategy for Helping

the consumer has always been at the heart of what we do at Helping Hand, and we welcomed this opportunity to ensure that the voices of consumers are heard at every level of decision making. Over the past year the Consumer Advisory Body's insights and feedback have helped us to ensure that we remain consumer-centred, and that we are always responsive to the evolving needs and expectations of older Australians. Their insights have helped to develop

Board policy and have also been presented as part of government consultations.

As a Board

over the last 12 months, we have also been thinking about and discussing the future strategy for Helping



Consumer Advisory Body member Sharon with her mother Jan, a resident at our North Adelaide home

Hand as we are about to embark on the process of establishing a new strategic plan. Our current plan draws to a close in 2025 and this is timely given the upcoming new Aged Care Act and the significant changes taking place in the aged care sector. With the number of Australians turning 80 about to double, we are set to experience exponential growth, and we anticipate that the customer of the future will bring different needs and expectations to previous generations.

An evolving and growing market means it's more important than ever to have people with the appropriate skills and experience in the right roles across the whole organisation, including the Board. We need leaders who understand the intricacies of the sector, are attuned to the needs of our consumers, and are equipped to make strategic decisions that will position us for long-term success. This year, we

focused on continuing to build a Board that reflects not only diversity in skills and experience but who also share a deep commitment to our values of compassion, respect, excellence and community.

This resulted in the recruitment of three new Board members and through the process we received over 200 applications, which is a clear indication of Helping Hand's reputation and the importance within the community of the aged care sector. This led to the successful appointments of Jarrad Haynes, Stephen Walker and Reena Costello, who each bring a wealth of experience and fresh perspectives. Their expertise will help steer the organisation in the right direction as we navigate an increasingly complex sector.

At the same time, we said goodbye to Ms Erica Benn, whose contributions to the Board since 2015 was invaluable. Erica's passion and

commitment to our organisation has been instrumental in shaping who we are today, and we wish her all the best in her future endeavours.

Good governance is the foundation of an organisation such as ours, and we are poised and ready to move forward to strive for our vision of becoming the most trusted and exceptional partner in aged care and wellbeing services.

On behalf of the Board, I would like to take this opportunity to thank Chris Stewart, our Chief Executive Officer, the executive team, and all our dedicated staff across the organisation.

I feel deeply honored to be trusted with the position of Board Chair of Helping Hand, and I look forward with excitement and anticipation to the year ahead.



Board and Leadership Team members at Helping Hand's Leadership Forum



## Message from the Chief Executive Officer

Reflecting on 2023/24, it was a year of strength, focus and growth for Helping Hand.

We continued to work to best position our organisation to meet the requirements and intentions of the new Aged Care Act which was due to come into effect in July 2024. This was delayed and is now anticipated to come into effect in July 2025. The Government's decision to 'press pause' in response to the feedback and concerns by the sector was the right thing to do – and we are proud to have contributed to many of the advocacy & consultation processes through our close relationship with Uniting Care Australia.

The new Aged Care Act will be focused on person centred care, which has always been at the heart of what we do at Helping Hand. We are hopeful that when the legislation is introduced it will lead to several improvements for all older people using aged care services, especially in the home

care environment where many older Australians continue to wait very long periods to be assessed or receive a homecare package. In December 2023 we celebrated the first anniversary of Whyalla aged care services transitioning into Helping Hand. Celebrations were held at Yeltana and Copperhouse Court care homes and I was delighted to be there to share the special occasion with residents, families and staff.

In December 2023 we also celebrated reaching the milestone of 1,000 Home Care Packages across metropolitan Adelaide and regional South Australia. This achievement is a testament to our hardworking and dedicated home care teams, and we look forward to further growth in the coming years.

Building on our commitment to delivering quality care in regional South Australia we were delighted in May

2024 to announce a \$17.2m funding boost from the federal government to upgrade both care homes in Whyalla. This funding will allow us to improve the amenities, increase capacity at Copperhouse Court, and upgrade all shared rooms to individual rooms with private ensuite bathrooms at Yeltana. We are very proud to be a part of the Whyalla community and we're committed to continuing to look at ways we can enhance the care and services we offer.

With an ageing population, having a skilled and committed workforce is vital, which is why last year we set out on a journey to identify our organisational Employee Value Proposition (EVP). A strong EVP outlines the unique set of offerings, values and benefits we provide as an employer, and is essential to attract and retain quality staff. Our EVP was developed upon



Celebrating 1000 Home Care Packages



Celebrating Whyalla's first birthday. L-R: John Harvey, Board Member; Samantha Giorgatzis, Executive Manager Strategy and Engagement; Chris Stewart, Chief Executive Officer; Melinda Richardson, Executive Manager Residential Services; Donna Cowan, Group Manager Residential Services; Chelsea Lewis, Communications and Engagement Manager

the principle of being 'there to care, here for good'. Being there to care not only for our residents and clients but also our staff and here for good demonstrating the strength and stability of Helping Hand as an employer. Our EVP was embedded in all aspects of our employee journey and also formed the basis of a workforce recruitment campaign, featuring six of our staff, which has had very strong results.

Building a strong and sustainable business continued to be a key focus as we prepared for the refurbishment of Rotary House, our North Adelaide care home. The first stage of refurbishment was the development of a pilot suite where residents, families, staff and stakeholders were invited to visit the suite and provide feedback which was used to inform the final product, reflecting a robust co-design approach. The feedback was very

**we are committed to continuing to look at ways we can enhance the care and services we offer**

valuable, and the refurbishment is due to commence in late 2024. The refurbishment will include the upgrading of resident suites and common areas so that we can continue to meet the needs of residents now and into the future.

We also launched our digital transformation project, which will see a significant investment in our digital

systems over the next five years resulting in improved workflows and access to information. The first project to launch was our new website, with improved navigation and increased functionality. Next steps are to replace our multiple human resource systems with a single solution and update our legacy care systems in both residential and home care.

Finally, I am delighted to warmly welcome Ms Janet Finlay as Chair of the Helping Hand Board. Janet

has been a Board member since October 2021, and was appointed Chair in July 2023 following the retirement of Professor Brenda Wilson AM. Janet has a strong commercial and finance background across a range of industries, and her strategic thinking skills and values driven leadership will be instrumental as we move forward during this time of reform and growth.

The last 12 months have seen a huge amount of work happening around the organisation and I would like to extend a sincere thank you to each one of the staff and volunteers at Helping Hand for their commitment, compassion and teamwork.

I feel incredibly proud and privileged to be a part of an organisation that is truly dedicated to enabling all older South Australians to live their best lives.

**Chris Stewart  
Chief Executive Officer**

# 2023-24 in words

## Feedback from our community

Together we're there to care, here for good. Here are just a few of the comments we've received from residents, families, clients and staff over the last year.

“I have a great sense of ease as we know our Mum will be thoroughly cared for when she comes into the home at Port Pirie. ”

“Heidi the home care coordinator has not only made my mother feel important and listened to, but she has also made me feel supported. ”

“The staff at Golden Grove treated mum as a friend and with so much respect - they made her feel relevant and that she mattered. ”

“The teamwork aspect is vital, and it's really good at Helping Hand. I think that's why a lot of people stay. ”

“My purpose in life is to help older people. We've all got our own paths to take, but in my heart, I feel like aged care is where I belong. ”

“My sincere thanks to all staff at Ingle Farm who did an outstanding job and demonstrated the highest level of care, compassion and professionalism. ”

“Sheralee was courteous, friendly and bubbly. She was on time with our meetings, spoke to mum with respect and was very organised. ”

“I have just had my first gardening service and I couldn't be happier. It has taken a big load off my shoulders. ”

# Our Strategic Vision 2020-2025

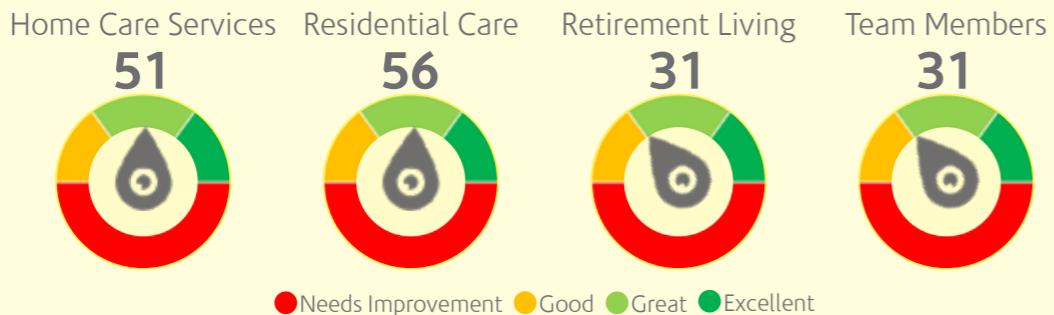




## Achievements at a glance

### Net Promoter Scores

The Net Promoter Scores reflect the likelihood of a client, resident or staff member recommending Helping Hand to others



### Intergenerational Program Success

A new visiting program between our Golden Grove care home and Gleeson College had positive impacts on resident loneliness



See opposite page

### Home Care Survey Results

Engagement with more than 120 Home Care package clients provided valuable insight into how Helping Hand's staff and services are meeting their needs

**82%**

of surveyed clients feel their Helping Hand Home Care Coordinator knows what is important to them

**91%**

of surveyed clients feel services they receive from Helping Hand have improved their day to day way of living

**78%**

of surveyed clients feel confident in providing feedback, making suggestions or lodging a complaint with Helping Hand



## Inspiration across generations

Social isolation is a significant concern for older people living in aged care. Research conducted by our consumer engagement team has on multiple occasions highlighted the joy brought to residents by spending time with children and young people.

Intergenerational programs help community connection, social relationships, and meaningful engagement. It can mitigate social isolation, integrate residents into the broader community, and promote emotional and mental wellbeing.

Many of our residential care homes have informal relationships with nearby schools, kindergartens and childcare centres which have proven enjoyable for residents. Two formal initiatives were introduced in early 2024 to foster longer and more meaningful engagement.

### Intergenerational Playgroups

Our care homes in North Adelaide, Ingle Farm and Yeltana in Whyalla introduced The Learning Tree, an intergenerational playgroup for residents and children aged 0-5. The Learning Tree runs weekly and brings together residents of our care homes and children from

the community for a morning of fun-filled activities, storytelling, and bonding. It provides an opportunity for different generations to connect, share experiences, and create lasting memories together.

The playgroups have proven very popular, they average five to eleven children per session and the residents look forward to their visit each week. The initiative also inspired the installation of baby change tables in each of our care homes to increase accessibility for visitors with children.

### Gleeson College Program

At our Golden Grove care home, a formalised intergenerational program was implemented in partnership with Gleeson College and their two Year 10 Youth Ministry classes.

19 residents and 39 students participated in the trial program which ran from May to July 2024. A post-program evaluation

revealed a positive shift in the attitudes of the residents towards teenagers, as well as a significant positive impact on reducing the feelings of loneliness among residents. Before the program, 42% of the residents who participated said they either sometimes feel lonely, or they feel very lonely. After the program the residents were surveyed again and this had decreased to 16%, with 84% of the residents saying they either rarely or never feel lonely.

The program also had a positive impact on the students, with teachers noting an increase in attendance with students struggling to get to school, an increase in confidence, and a greater understanding of older people and the challenges they can face.

Based on the success of this pilot program, we are looking to roll out similar programs to the rest of our care homes over the next two years.



The Learning Tree at North Adelaide



Gleeson College Program at Golden Grove



## Consumer engagement at Helping Hand

Following a recommendation from the Royal Commission, amended legislation was introduced requiring all aged care providers to invite consumers to form a Consumer Advisory Body.

Helping Hand has always had a strong proactive focus on consumer engagement – we welcomed this new process for supporting engagement, listening, and responding to consumers.

Helping Hand introduced a new Consumer Advisory Body in January 2024. It is comprised of 10 members including residents, home care clients and family members from metropolitan Adelaide and regional South Australia, with each member bringing a unique range of perspectives and experiences.

To ensure the engagement brings a strategic perspective to organisational decision-making, Consumer Advisory Body members hold independent focus groups with consumers. This year, there has been a focus on responding to the Strengthened Standards and the development of Helping Hand's new Strategic Plan. Consumers have shared their insights into quality reporting and palliative care. The feedback directly influences major projects and the future direction of the organisation.

## New look newsletter

For several years, Marketing and Communications have produced separate newsletters for Home Care clients and Retirement Living residents. In late 2023, we invited readers to share their feedback on both publications and more than 400 people responded to our survey.

This feedback indicated that people valued and enjoyed receiving a printed publication. We decided to combine both newsletters and introduce a single flagship magazine that reflected the continuum of care we offer at every stage of the ageing journey. Popular elements were retained, and we also introduced stories from our residential care communities and staff profiles. The first issue of *At Home with Helping Hand* was launched in August 2024 and will be published three times a year.



## Award wins for three of our care homes

Innovative approaches to food and dining saw three Helping Hand care homes jointly win *Project of the Year* at the Institute of Hospitality in Healthcare (IHHC) Excellence Awards.

### Copperhouse Court and Yeltana care homes

Copperhouse Court and Yeltana in Whyalla won for their initiative *I Don't Like Cold Toast*, which saw complaints about food drop from an average of 30 per month to two per month. A group of staff and residents led the campaign, and the issues addressed and changes made included:

- Bain maries were purchased and installed to address the problem of food losing temperature by the time it was served in the dining room
- Alternative food choices are now available, with the chef consulting with residents about what they like and if they have any family recipes to include
- Bread makers were purchased and fresh bread is made daily to accompany the evening soup, also providing residents with the smell of fresh bread in the afternoons
- Food presentation has been improved including modified meals, for example the use of food moulds to make purified carrots look like carrots on the plate.

### Ingle Farm

Ingle Farm's winning initiative was named *Photo Menu*, involving the creation of a visual menu to make it easier for residents to order the meal they want. It has been proven that food satisfaction is highly influenced by expectations, which can be difficult when reading from a menu.

The introduction of a full colour A4 photographic menu has helped residents to visualise their options, and has also enticed residents to try meals they would usually shy away from.



NAIDOC Week desserts designed by our chef at Whyalla



Accepting the awards: L-R Donna Cowan, Lourdes Campbell, Sabrina Zekyria, Dr Morgan Pankhurst



Browsing the menu at Ingle Farm



Strong and Steady program participants at our Mawson Lakes care home



Team Strider at our North Adelaide care home

## Fitness programs empowering residents

Our allied health teams have continued to develop innovative and creative ways to keep the residents in our care homes fit and actively engaged in movement.

Our North Adelaide care home introduced Team Strider – a group of 16 residents who get together twice a week to ‘travel’ around Australia on individual bike pedals. Their collective efforts are tracked on a map of Australia to travel across the country and complete the Highway to Health program.

Residents enjoy getting together and working as a team to make it to the finish line. The initiative proved so popular that our Parafield Gardens care home introduced their own Team Strider, with plans to roll the program out more broadly in the coming year.

Over at our Mawson Lakes care home, the Strong and Steady program is getting residents out of their chairs and more confident in moving around independently.

Strong and Steady was developed by Helping Hand based on the evidence-based SUNBEAM protocol, created by physiotherapist Jennifer Hewitt, which was shown to be highly effective in reducing the rate of falls in aged care.

The 24-week program requires participants to attend two one-hour sessions a week. Performance is measured at fixed intervals, on weeks 1, 8, 16 and 24, using the Short Physical Performance Battery (SPPB) – an outcome measure that objectively assesses balance, lower extremity strength, and functional capacity in older adults.

A group of 24 residents at Helping Hand Mawson Lakes recently completed the program. At the conclusion, they demonstrated an average improvement of 64% on their SPPB compared to their initial scores, indicating a meaningful change in their balance, strength, functional capacity and subsequently their falls risk.

Using their data combined with that of residents who participated in the Strong and Steady program at other Helping Hand care homes, a data analyst was able to report a statistically significant reduction in number of falls, falls related injuries (41% and 40% respectively) and number of ambulance attendance/hospital admissions by 60% of those who participated.

We are now in the process of expanding the program to involve more residents as part of their usual care.



## Improving access at our care homes

Research conducted by the consumer engagement team revealed that families didn't know who to go to at our care homes when they wanted to speak to someone about their loved ones' care, and that they were not always aware of key staff changes. A photo board was then installed at our Ingle Farm care home, and as a result of positive feedback it was decided to install photo boards at all of our residential care homes.

The photo boards were installed in early 2024 and feature key staff within the home. These boards allow residents and their families to familiarise themselves with the staff involved in their care and keep up to date with staff changes.



## Improved feedback in Home Care

In 2022, we successfully installed TellTouch, a feedback management system, in our residential care homes to capture feedback from residents and families. Following on from the success of the TellTouch feedback system in residential services, it was rolled out for our home care clients in July 2023.

During the first 12 months of the TellTouch system being in operation for our home care services, there was a significant increase in the volume of feedback received, compared to the previous 12 month period. Negative feedback increased by 50%, while positive feedback rose from an average of one entry per month for the previous year, to an average of 49 entries per month during the first year of TellTouch.

As with our experience in Residential Services, the increased volume of feedback provides us with a more balanced overview of our client's experience with the services provided by our home care teams. All feedback, both positive and negative, provides the organisation with valuable insights into the experiences of our residents, clients and their families and helps us to identify areas in need of improvement.



## Preparing for reforms

The New Aged Care Act includes a Statement of Rights and ensures the needs and expectations of older people are at the heart of the aged care system.

Helping Hand has been preparing for the *New Aged Care Act* and the *Strengthened Standards* for some time.

The new version of the standards will include seven standards, instead of eight, and the number of corresponding actions will increase from 42 to 152.

Helping Hand's approach to transition to the *New Aged Care Act* and the *Strengthened Standards* has been divided into the following phases:

### Phase 1

Identifying stakeholders and commencing the task of mapping the 152 actions, in relation to the current 42 actions

### Phase 2

Setting up project teams and completing the mapping work, documenting what needs to be done to meet the requirements and starting stakeholder engagement

### Phase 3

Developing and introducing education/training and communications and engaging with stakeholders

### Phase 4

Embedding and implementation across the organisation.

A project team has been established with representatives from across the organisation. They are meeting regularly to review existing practices, procedures and processes to ensure we are well prepared to meet the legislative requirements and intentions of the *New Aged Care Act* and the *Strengthened Standards* once they come into effect, which is anticipated to be 1 July 2025.

## A boost for volunteering

Helping Hand was successful in receiving grant funding through the Aged Care Volunteer Visitors Scheme (ACVVS) to connect older people in our care homes with a dedicated volunteer.

The ACVVS is an initiative funded by the Australian Government which supports community organisations to recruit, train and support volunteers and to match them with older people and then support those relationships.

Helping Hand received funding to match volunteers in all of our metropolitan Adelaide care homes, as well as our two care homes in Whyalla.

Staff, family members, or the residents themselves are able to refer residents who they feel are socially or culturally isolated and would benefit from being matched with a volunteer, and visits could involve anything from a simple coffee and a chat, to going for a short walk together or playing card games.



## A focus on dementia

### Dementia support groups

Building on the success of the first Dementia Support Group introduced at our Ingle Farm care home in 2022, Dementia Support Groups were successfully implemented in our five other metro Adelaide residential care homes in early 2024.

The groups are held monthly and are facilitated by the Lifestyle teams, feedback from families who have attended the groups has been very positive and attendance is continuing to grow.

Moving forward the program will be expanded into each of our regional residential care homes, giving all family members of residents living with dementia a place to connect, understand that they are not alone, and learn coping strategies.

Quotes from Dementia Support Group members:

**“It is good to know that I am not the only one experiencing this.”**

**“Helping Hand really cares not just about my husband but also how I am coping with his journey.”**

### Dementia scholarship



Helping Hand established the Dementia Scholarship in 2020, allowing staff to apply for funding for professional development and learning opportunities to improve their understanding of dementia care.

In September 2023 we broadened the scope to allow staff to apply not only for training opportunities but for any innovative ideas that could lead to improved dementia care outcomes.

Applications were judged by a panel, and a number of initiatives were awarded funding, such as:

- installing a new fish tank in our North Adelaide Residential care home (see left)
- purchasing new placemats and table centrepieces to enhance the dining experience for residents in Memory Support Units
- updating artworks in Memory Support Units
- installing photo boards in the reception areas of all care homes so families, visitors and new residents can easily identify key staff.



## Achievements at a glance

# 1,000

Home Care Packages managed and delivered to clients across South Australia this year



In December 2023 we celebrated the first anniversary of Whyalla aged care services transitioning into Helping Hand

# \$17,327

Raised through our staff Giving Program, enabling us to deliver even more meaningful and engaging experiences for the people we care for.



180 single beds replaced with king single beds so far, as part of organisational upgrades to our residential care homes.

# 15,000

That's the number of people we reached out to when we were out and about at expos, events and roadshows this year.

*Read more on page 20*



L-R: Chris Stewart, Helping Hand CEO; Graham Harding, Helping Hand Whyalla Residential Services Manager; Phillip Stone, Whyalla Mayor; Melinda Richardson, Helping Hand Executive Manager Residential Services

## Strengthening aged care in Whyalla

In May 2024 we announced that Helping Hand had received a \$17.2m funding boost from the federal Government to upgrade and expand our two residential care homes in Whyalla – Copperhouse Court and Yeltana.

Developing facilities to meet modern day standards comes at a substantial cost, and this funding boost will allow us to undertake significant improvements in both homes. Our plans include:

### Yeltana

- A new wing of ten rooms
- An upgrade of all shared rooms to individual rooms
- Private ensuite bathrooms for all rooms
- A new dining area and multi-purpose activity space
- An upgrade of electrical systems
- Improved back of house entry and external areas
- Additional two rooms for new residents

### Copperhouse Court

- Six additional rooms
- A flexible multi-purpose space for activities
- An upgrade to rooms and amenities including electrical systems like nurse call and security
- Landscaped and sheltered external areas

With growing demand in the community and an ageing population, this increased capacity will mean more Whyalla residents will have access to quality care locally and will be able to spend their final years close to their families and their community.

*To support the continued growth of our services in the Whyalla community, we ran a local workforce recruitment campaign to attract values driven people to join our team.*

*The campaign consisted of radio advertising, a letterbox drop, a stand in Westland shopping centre and a drop in information session at our Whyalla office.*

*A number of staff were recruited as a direct result of these activities, and we are planning for future workforce recruitment in Whyalla as our services continue to grow.*



## On the road with Helping Hand



### Disability, Ageing and Lifestyle Expo

Helping Hand participated in two Disability, Ageing & Lifestyle (DAL) Expos in 2023 - a regional one in August and an Adelaide Metro one in October.

The DAL Expo brings together hundreds of products, services and information relating to the disability and ageing sector and is the largest event of its kind in South Australia.

Our presence at this high-profile event, which attracted thousands of people, was an opportunity to showcase our services across Home Care and Residential Services.



### The Big Meet

Helping Hand took part in The Big Meet in March 2024, a careers fair aimed at university students and recent graduates.

Staff from our Student Placement, Recruitment, and Nursing teams spoke to thousands of students sharing information on how to apply for jobs with Helping Hand, current vacancies, required qualifications, graduate pathways, and volunteering.

The face-to-face engagement was a great way to talk to prospective employees about the opportunities of a career in aged care.



### Picnic in the Park

On Sunday 5 November 2023, volunteers from across our organisation represented Helping Hand at Feast Festival's Picnic in the Park.

It was a brilliant day with lots of colour and loads of glitter!

Most importantly, it was a great opportunity to demonstrate Helping Hand's ongoing commitment to the LGBTIQA+ community both as an employer of choice and an inclusive and welcoming aged care provider.



### UniHub Regional Careers Expo

Promoting careers in key regional areas is more important than ever for Helping Hand.

In May 2024, UniHub Spencer Gulf in conjunction with key local employers such as Helping Hand, facilitated careers showcases in Port Pirie and Kadina.

This allowed us to promote current vacancies, and student to employment pathways to a captive regional audience.



### Careers and Employment Expo

Helping Hand joined over 200 other exhibitors at the Careers and Employment Expo held at the Adelaide Showgrounds in May 2024.

Staff from the Marketing and Recruitment teams spoke with hundreds of potential employees and students about how to apply for jobs with Helping Hand.



### Univibe

Helping Hand joined several local organisations in Whyalla at the UniSA Univibe orientation event on 6 March 2024.

In addition to engaging with students and staff, Helping Hand showcased graduate pathways and employment opportunities while studying. It was also a great way to demonstrate that Helping Hand can be a placement partner of choice.

The event provided a good opportunity to connect with likeminded local businesses to explore potential partnership opportunities in the key region of Whyalla.

**Help at Home**

We understand that people feel comfortable being in their own home, maintaining their independence and doing what they love. We work with clients and their families to make sure the care and help at home they receive matches their wants and needs.

## Helping Hand website has a refresh

The Marketing and Communications team sought input and feedback from stakeholders across the organisation to design and deliver a refreshed corporate website better equipped to service our community.

Updating the website with new images and refreshed content creates a positive experience for people looking for information on our services, values and the aged care journey. For prospective new clients and staff, the website is often their first impression of Helping Hand.

As part of the evolution of the website, it has been streamlined with improved navigation and a new advice section making it easier for users to find information.

The new website also includes greater interactivity with live chat functionality, increased video content, translation options, and an online option to book tours of our residential care homes.

## Digital transformation underway

In early 2024 we launched our digital transformation program, which will involve significant investment in our digital systems over the next five years.

Our current systems were built some years ago, which means we are using different platforms across our various services. Consequently the systems being used across the organisation are not effectively joined up and do not communicate with each other.

Our new systems will enable our staff to have a single client view so that we can access information quicker and more easily, ultimately resulting in better care and services for our clients and residents. Our teams will also benefit from improved workflows and systems.

The first digital project to launch was our refreshed website, with improved navigation and increased functionality.

In late 2024 we will be launching our new Human Resource Management System (HRMS) – MyHR. MyHR will offer Helping Hand employees the opportunity to view their personal details, update information, manage leave, and plan their own learning and career journey with their manager – all in one place.



## Rotary House North Adelaide refurbishments

In the coming year we will be commencing the refurbishment of Rotary House in our North Adelaide care home.

Commencing with levels two and three, the refurbishment will include individual suites as well as upgrades to the corridors, dining spaces and common areas.

In February 2024, after an extensive consultation and design process, we created a pilot suite as an example of what the refurbished suites will look like. We then invited residents, their families and staff to view the room and to provide feedback.



98 people came through the room and offered valuable insights. The feedback was collated and analysed and as a result a number of changes were made to the design of the suite, such as brightening the rooms with a lighter paint colour and updating the control panel for the air conditioner to make it easier to use.

The refurbishment of Rotary House is due to commence in late 2024. The refurbishment will then continue throughout the remainder of the home and forms part of our larger North Adelaide Precinct Masterplan, where our vision is to create a vibrant and connected wellbeing precinct with Rotary House firmly at the heart of the community.



## Say cheese!

In March 2024, we invited Home Care staff, clients, and social group participants to be involved in a photo shoot. We have been able to use the images across our refreshed website, and on various advertising and promotional pieces throughout the year.

Using real staff and clients in our advertising is important to us, as we want to be able to authentically show the genuine relationships our staff and clients have, and showcase the quality of care we provide.

We are grateful to everyone who took part and helped bring our story to life.



# Developing our team



## Achievements at a glance

# 30

Senior leaders completed the inaugural 12 month Leading Excellence in Aged Care Delivery program



Our volunteers each spend the equivalent of 95 minutes every fortnight with a resident

# 51

Staff members in residential care completed mentor training to support students and new staff members



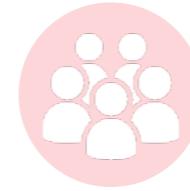
Self insurance achieved for another year, providing consistent care for employees

# 20

Up to 20 Findon Technical College students will be employed at Helping Hand each year



Staff turnover rates have continued to drop, this year by 5%



*There to care. Here for good.*

Attracting, engaging, and retaining a skilled and unified workforce is a significant challenge for the aged care sector.

In early 2023 work commenced on developing an Employee Value Proposition (EVP) to position Helping Hand as an employer of choice and attract, engage and retain values-driven staff with the skills and commitment to make a difference.

An EVP is a set of unique offerings, benefits and values that an employer commits to providing to its employees – it's what sets us apart in a competitive landscape.

To inform this process we spoke to more than 70 members of our team from across South Australia, asking them why they chose to work for Helping Hand, and what keeps them coming back.

Through this research it was evident that at Helping Hand there is a very strong sense of team and of being there to care for our residents, clients and each other.

There was also great value placed on the longevity and stability of Helping Hand, leading to the following statement:

**There to care. Here for good.**

This statement is underpinned by three pillars:

**We are who you are**

- We value you
- Whoever you are, whatever your role you'll feel truly valued

**We are where you are**

- We are in your community
- Wherever you work, you'll make a difference in every moment

**We care how you are**

- We care about you and support you
- The better you feel the better you can do your job

Six employees were featured in videos expressing the EVP in action across a range of themes. These videos feature in the careers section of the website, and they also became the basis of a workforce recruitment campaign.

Throughout 2023/24 work was undertaken to embed the EVP principles throughout the employee journey at Helping Hand.

From job advertisements, through the candidate journey, right up to onboarding and day-to-day operations, the principles and language of the EVP were applied to ensure a consistent experience and sense of value for all employees.



*Discover our EVP in action on our website*



*Hariz, Clinical Nurse at North Adelaide*



*Ellie, Lifestyle Assistant at Golden Grove*

## Diversity, inclusion and belonging

Helping Hand is committed to creating a safe and inclusive environment.

In 2022-23 we developed and introduced a new 2023–2025 *Diversity, Inclusion and Belonging Strategy* to support our workforce as well as our residents, clients, and stakeholders.

We continued to make progress with the execution of our Diversity, Inclusion and Belonging strategy across the 2023-24 year through a number of actions, including:

- Regular Steering Group and Diversity, Inclusion and Belonging workforce committee meetings
- Translation of resident and client communications into languages additional to English
- Addition of specific Diversity, Inclusion and Belonging sections in both the new corporate induction program and the LEAD program
- Flexible working procedure developed and implemented with a diversity and inclusion focus



## New induction program launched

In July 2023 we launched our new induction program for new colleagues joining Helping Hand. The program includes a one day face-to-face training session held once per fortnight. Topics covered include our values, mission, and vision; the aged care code of conduct and standards; manual handling and emergency response; and policies and procedures.

This new approach has allowed us to welcome people to our team more effectively, as well as reducing the volume of mandatory training that new staff have historically had to complete online.



Volunteer celebrations in our Carinya care home in Clare

## Celebrating our volunteers

Celebrations were held across our metro and regional care homes during National Volunteer Week to celebrate the 173 volunteers in the Helping Hand community. The theme this year was *Something for Everyone*, celebrating the skills, passions and unique gifts that each volunteer brings.

In a residential care setting, our volunteers spend an average of 95.27 minutes per fortnight with a resident, assisting with things such as setting up and facilitating lifestyles activities, and one on one visits with residents.

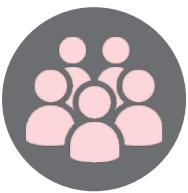


## Real Care the Second Time Around

*Real Care the Second Time Around* continues to make a positive impact across the country. The purpose of this program is to raise awareness of who Forgotten Australians and care leavers are, increase understanding of barriers to aged care, and build capacity of the residential aged care sector to better meet the needs of Forgotten Australians and care leavers. Highlights of the past year include:

- Awareness raising through targeted LinkedIn advertising to aged care workers and policy makers; sector and mainstream media coverage; and distribution of regular newsletters to a national network of stakeholders.
- Presentations through webinars, conferences, and sector networks reaching over 2,000 people.
- A new training program was developed through collaboration between Helping Hand, Relationships Australia SA and the Australian Institute of Social Relations. This online program is titled *Having respectful and inclusive conversations with older people from a background of trauma*, and it was developed in partnership with people with lived experience and with staff working in aged care. As the title suggests, the purpose of the program is to provide aged care workers with the knowledge and practical skills to navigate the crucial intake process, to prepare for sensitive topics as they arise with residents, and to provide continual support and care. The program is available on the Helping Hand website, and can be provided to other organisations for use with their staff.
- We established a national community of practice with over a dozen residential aged care organisations and have been working closely with more than 30 residential aged care homes to embed resources and increase their capacity to deliver trauma-aware and healing informed care.

To support this initiative, in the coming year we will release an online toolkit that provides a step-by-step guide for organisations to embed trauma-aware and healing-informed practices.



## Training takes centre stage

### Leading Excellence in Aged Care

In March 2024, 30 of our senior leadership team completed our inaugural Leading Excellence in Aged Care Delivery (LEAD) program. The 12 month program was facilitated in partnership with Flinders University, and focused on three key themes:

*Lead self; Lead others; Business strategy and practice*

This pilot program surpassed expectations in many areas, key achievements include:

- Significant improvement in cross-functional relationships
- Greater understanding amongst our leaders of their own leadership styles
- Greater capacity for stress management amongst participants



Inaugural LEAD program participants

### Findon Technical College partnership

Helping Hand is proud to be a partner with the new Findon Technical College, which opened its doors in early 2024, offering career opportunities for students in allied health, social support and aged care.

The Technical College is open to students in years 10 to 12, providing job-ready training to ensure students are ready to enter the workforce once they finish their SACE or vocational education studies.

Helping Hand will employ up to 20 students each year once they have completed their studies, guaranteeing students a job in a role they've trained for and which they're passionate about.

Recognising the future workforce needs of the aged care industry – in roles from nursing to personal care workers and everything in between – this partnership is an opportunity to prepare ourselves to meet the future challenges of the growing industry.



Findon College students studying Certificate 3 in Individual Support

- Strengthened capability of our senior leadership team to effectively navigate a complex regulatory environment

The graduating participants of the pilot program are forming an alumni group to remain connected, with opportunities for ongoing development and connection to enable the group to continue to share ideas, collaborate and maintain strong working relationships.

The next LEAD program is being launched in early October 2024 with 30 senior leaders committing to this opportunity. We have adopted a continuous improvement approach, with feedback and results from the pilot program helping to inform the content and delivery of the next program.

### Mentor training

The Clinical Learning Engagement team have been busy rolling out mentor training in all of our residential care homes. The training is designed to upskill staff in supporting students, new starters and staff development. Between June 2023 and July 2024 mentor training was held in nine of our care homes, and will be held in the remaining two care homes before the end of 2024. The team are now looking at expanding the training into allied health, with a view to expand into our home care services.



Mentor training at Yeltana care home in Whyalla

### Dementia environment training

Helping Hand received grant funding from Aged Care Research & Industry Innovation Australia (ARIIA) to implement a staff training and environment project across three of our Memory Support Units (MSUs).

A partnership between Helping Hand, Flinders University and Dementia Training Australia, the project is intended to understand the impact of changes to physical environments on residents and their experiences.

Staff at our Parafield Gardens, Lightsview and Carinya care homes have been participating in education around understanding dementia, responsive behaviours and medication management.

The funding is being used to implement environmental design changes to the MSUs, based on assessments of dementia friendly environments and in consultation with staff.

In the coming financial year, researchers will evaluate the impact of the design changes, coupled with staff training, to measure the effectiveness of the training and design changes on the quality of life of residents.



Inaugural Registered Nurse Graduate Program graduates with the new class of 2024



## Our Board



**Janet Finlay**  
Member since Oct 2021  
Chair



**Jarrad Haynes**  
Member since Aug 2023  
Deputy Chair  
Chair of Finance and Property Committee



**Chris Stewart**  
Member since Jan 2019  
Chief Executive Officer



**Associate Professor Dr Craig Whitehead**  
Member since Jan 2008  
Chair of Client Care Committee



**Erica Benn**  
Member from Jan 2015 to Feb 2024



**Jason Cattonar**  
Member from Aug 2015 to Aug 2024



**Professor Angela Scarino**  
Member since Oct 2018



**Dr John Harvey**  
Member since Feb 2020  
Chair of Governance Committee



**Stephen Walker**  
Member since Feb 2024

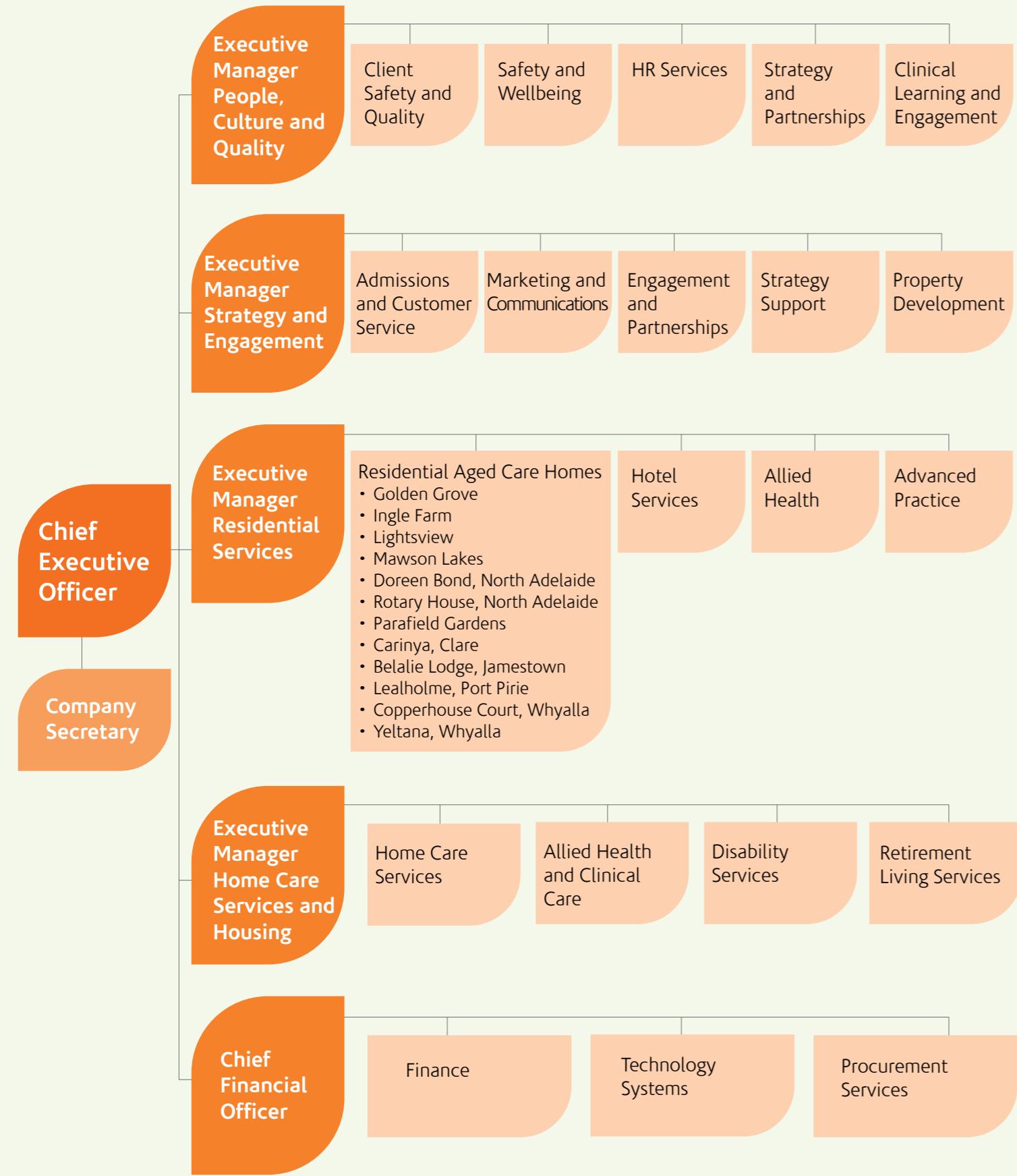


**Reena Costello**  
Member since Apr 2024



Scan to read more about our current Board on our website

# Our Organisation



Helping Hand provides services across many lands traditionally owned by the Kaurna, Narungga, Peramangk, Ngadjuri, Nukunu, and Barngarla peoples.

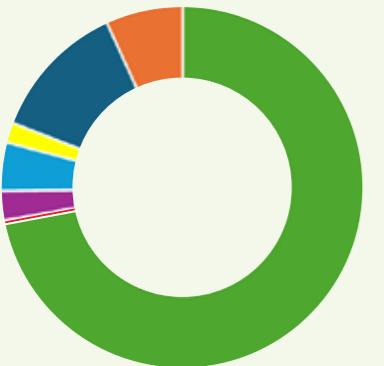
Helping Hand acknowledges the Traditional Owners of the lands on which we work and provide services. We pay respect to their culture and heritage and to Elders past, present and emerging.

# Financial Summary 2023-24

## Total Revenue

\$197M

## Total Expenses



Employee expenses	72.1%
Finance costs	0.1%
Administration expenses	2.6%
Depreciation and amortisation	4.3%
Repairs and maintenance	1.8%
Other expenses	12.3%
RAD lease expenses	6.8%

## Net Surplus

\$8.9M

## Total Assets

\$398M

## Total Liabilities

\$212M

## Supporting quality care through responsible management

In the past year, Helping Hand has maintained a stable financial position. This has supported the continued delivery of quality care and services to clients and residents, as well as allowed us to plan for future growth and development. We continue to prioritise transparency and accountability in our financial management, ensuring that we can financially support our mission of *creating communities and experiences to enable older people to live their best lives*. Looking ahead, our focus remains on sustainable financial practices to meet the evolving needs of our residents and clients, and ensure long-term viability.



Scan to see a more detailed financial report on the Australian Charities and Not-for-profits Commission website



*There to care.  
Here for good.*

For over 70 years Helping Hand has been creating communities and experiences to enable older people to live their best lives.

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