

HELPING HAND STRATEGIC PLAN  
2017 — 2020

# Our Foundation for the Future



A MESSAGE  
FROM OUR CEO

Our Strategic Plan has been created with a focus on five strategic areas: Responsive Service Delivery, Culture and Reputation, Growth and Change, Sustainable Business and Workforce. Each of these areas has its own plan of action (or key result area).

We are committed to implementing a plan that is engaging, flexible, responsive and collaborative. To support this, the Strategic Plan and progress updates will be available to you through our *Helping Hand Foundations for the Future* website.

Find out more about what we are doing and how to participate by visiting us here:  
[plan.helpinghand.org.au](http://plan.helpinghand.org.au)

## We are pleased to be sharing with you the Helping Hand 2017—2020 Strategic Plan: Our foundation for the future.

The Plan has been created in collaboration with our clients, staff and Board, and will guide our service development and projects over the next three years.

Our intention with this plan is to provide a solid framework for our organisation's growth and expansion over the next few years. In a climate of change and transparency, we are committed through our governance to be held accountable. The success of the plan will be measured against two key indicators – quality and sustainability – as we recognise that true change and success can only be achieved when innovative ideas are embedded into the character and core of our organisation.

We are looking forward to both the challenges and opportunities that will be presented over the next three years, and encourage you to engage and work with us to deliver on these key strategies.



IAN HARDY



**Our mission is to provide innovative and responsive services for older people, which support them to have the best quality of life.**

Helping Hand is a not-for-profit organisation offering home care services, retirement living and residential care homes to over 7,000 clients in metropolitan and regional South Australia. Our sites and services are designed to be age friendly, inviting, and accessible for clients, customers, visitors and staff.

The wellbeing and quality of life of our residents and clients comes first, and is the heart of everything we do. Our values and beliefs form the foundation on which we work, interact, make decisions and develop a smart strategy that supports our mission.



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### Excellence

We believe in providing the highest standard that goes above and beyond everything we do.

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### Respect

We believe that everyone has the right to have their feelings, wishes and rights recognised and honoured.

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### Compassion

We believe in demonstrating our concern for others and doing everything we can do to help.

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### Community

We believe in creating relationships that foster a better connection with our customers, our teams, each other and our community.



## A care service that puts our clients first

Excellence in care means responding to peoples' wants and needs. We do this by providing personalised services crafted to each individual. We use research to help us change the way we do things and improve the lives of the people in our care.



## Our values are our compass

Our strong values and beliefs are the driving force behind everything we do: from our relationship-based approach to care, our unique services, even to the way in which we make our business decisions.



## We welcome diversity

We welcome and embrace diversity, on all levels, among the people who use our services and those who work for us. Our open-mindedness has helped us grow and change for the better.



## A strong business model

Entrepreneurial by nature, our diverse range of services ensures we remain financially strong. We handle information and technology efficiently to support our goals. Our retirement living and residential care facilities reflect our customer's needs.

## WORKFORCE



# Our workforce is our most valued asset

Every member of our staff is a “people person” who lives and breathes our values. Each is dedicated, engaged and proud of the vital role they play. They are highly skilled professionals who collaborate with consumers and carers.

## PRINCIPLES

To deliver on the actions of this Plan, our Workforce, Executive and Board have committed to the following eight principles.

1

Cross organisation collaboration

2

Alignment with our values and service ethos

3

Engagement of consumers, carers, staff and volunteers

4

Holistic client focus

5

Client journey from first time of contact

6

Partnering with others

7

Responsive innovation

8

Flexibility





# Helping Hand

*new aged care*

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