



Policy Statement

Reputation Management (Marketing and Public Relations)

The Board and the Executive of Helping Hand Aged Care recognises that a consistent and positive reputation is essential for:

- maintaining an effective brand in the marketplace
- sustaining relationships with stakeholders – past, present and future
- supporting the future growth
- providing a social license to operate and ensuring long-term viability of our organisation
- achieving our strategic vision to be the most trusted and exceptional partner in aged care and wellbeing services.

Reputation is defined as *the beliefs or opinions that are generally held about someone or something.*

Helping Hand appreciates that our reputation continues to evolve over time and we acknowledge the original vision of the people who established our organisation, and built the foundation of our reputation in 1953.

We also recognise that beliefs and opinions about our reputation are influenced by those who choose to partner with us:

- our clients and their families
- our workforce (including Board & Committees)
- our funders
- our volunteers
- our external stakeholders.

Helping Hand is committed to protecting and strengthening our reputation, consistent with our values of Compassion, Respect, Excellence and Community.

Through the Reputation Management Policy, Helping Hand endorses the following commitments:

- to be transparent, timely, fair, honest, authentic and accountable
- to focus on quality, and individual experience
- to practice open disclosure
- to include reputation in strategic decision making
- to consider reputation in operational service delivery
- to allocate a combination of internal and external resources to reputation management
- to consider and prioritise all our audiences in our reputation management
- to monitor our reputation, respond when our reputation is in question, actively build a positive reputation, and to measure how our reputation is perceived
- to understand those experiences which contribute most significantly to positive reputational outcomes
- to prioritise the principle of 'getting it right' over 'getting it done quickly', balanced with ensuring timely responses or actions



- to keep our promises
- to be human
- to be an exemplary service provider and employer
- to be an industry player and to share our expertise – embracing *Pay it Forward* principles of the Helping Hand Way
- to extend our sphere of influence
- to uphold sustainable development principles
- to ensure a crisis management framework is maintained.

Links to Quality Standards

Standard 7: Human resources

Standard 8: Organisational governance