




# Strategic Plan

FY25 - FY26

Community Home Care Incorporated  
(trading as Belong at Home)





**Be happy at home**



Our Key Message





# Our Region

Belong at Home services the South West of Western Australia from 6 hub cities/ towns that each host a Belong office. Each hub also services surrounding bespoke towns.

## Hubs with Belong Offices

Bridgetown  
Bunbury  
Busselton  
Collie  
Donnybrook  
Margaret River





Local people, local offices, local outcomes

We seek solutions to remove barriers, we  
“think outside the square”



We offer a range of services across the  
continuum of home care

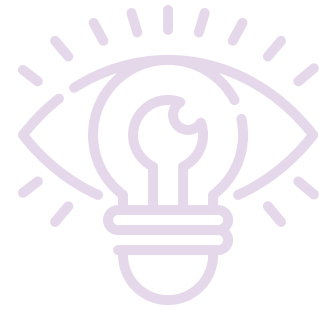
We have a long and steady  
history of serving our area



Our Difference

## Our Mission

Belong at Home's mission is to provide care, assistance and support to **older people** in the **South West** area, to enable individuals to remain in their own home and enjoy maximum **independence**.



To be **trusted** and **valued** by our clients, their families and communities, providing the services and supports to remain **independent** and **connected**.

## Our Vision

**Respect** ~ We seek an inclusive and welcoming environment. We promote empathy and care for ourselves and others.

**Integrity** ~ We act with fairness and honesty. We are accountable for our actions.

**Personal Approach** ~ We embrace individuality, choice and preferences. Our clients are centre to our organisation.

**Commitment to Continuous Improvement** ~ We embrace innovation and quality. We listen, learn and seek out improvements.

Our Values & Behaviours



# Our Core Services



Lifestyle & Wellness Supports (activity, connection with people & community)



Specialised Supports including allied health



Care Supports (personal care, nursing)



Home Supports (home & garden services)



Enabling Supports (transport, meals, shopping)

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## **Our Clients, their families & our communities**

The people & communities that we serve.

2

## **Team Belong**

Our staff & volunteers.

3

## **Our Business Model**

Business systems, financial viability and sustainability.

4

## **Governance & Compliance**

All systems & processes including risk, quality, compliance, technology and governance.

5

## **Brand, Marketing & Communication**

Our brand, who we are, what we do and how we communicate it.



# Our Strategic Priorities



# Our Clients, their families & our communities

The people & communities that we serve



## Strategic Outcomes:

- We will place customers at the centre of service design and delivery.
- We will deliver innovative, skilled team members to support our clients.
- Clients get what they need, when they need it; services are tailored to their individual physical, mental, cultural and geographic needs. We have long term, loyal, satisfied and happy clients.
- We will actively endorse and promote the Statement of Rights.

## Measures:

1.1 We will meet and exceed benchmark in Net Promoter Scores (NPS) for consumer (Clients & Family) satisfaction.

1.2 We will upgrade / refresh our client management software to improve client communication and information capture mechanisms to:

- Improve the quality and consistency of information available to help clients make choices about the care and services they need and to provide a pathway to match services to client needs;
- Ensure that client needs are understood and captured in their Support Plan to ensure service delivery is safe and consistent.

1.3 We will monitor and trend quality indicators for clients including service cancellation summary reports and preferred services times to gain efficiency and improve client satisfaction.

# Team Belong

Our staff & volunteers



## Strategic Outcomes:

- Team safety is an organisational priority.
- We will recruit, retain and develop a values-based and diverse workforce.
- We will promote a culture of inspired, inquisitive and capable people.
- We will ensure our team feel safe and supported with suitable training and advice.

## Measures:

2.1 We will incorporate our organisational values into recruitment, training, communication and development programs.

2.2 We will maintain the Workforce Development Plan that addresses current and emerging workforce gaps (skills, capacity, availability); staff attraction and retention strategies; training and development; and establishment of collaborative partnerships.

2.3 We will implement an Annual Staff Update / Induction Day that all staff will attend on an annual basis to ensure that skills are developed and maintained.

2.4 We will maintain the Training Matrix and Plan that supports Belong at Home to deliver on Strategic Outcomes, committing to a minimum of 1% of income to training / development.

2.5 We will conduct annual workforce satisfaction surveys and monitor staff happiness monthly.

2.6 We will ensure safety to our team members by implementing the location geofencing in the rostering system, so we will receive alerts if our team have not arrived as scheduled.

2.7 We will continue to provide a hotline, monitored by the clinical team, that staff can phone for advice regarding client or team safety.

# Our Business Model

Business systems, financial viability and sustainability.

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## Strategic Outcomes:

- We will grow. While we will not actively seek mergers or acquisitions, we will consider opportunities as they present.
- We will optimise existing funding and create efficiencies.
- We will diversify income sources, identifying and optimising non-Government funded options.
- We will develop a new sustainable model of care for the transition to Support at Home (SaH).

## Measures:

3.1 We will review, clarify and develop our service delivery model to ensure we comply with the new Aged Care Act and the implementation of the SaH Program.

3.2 We will focus on embedding processes for SaH and our new model of care.

3.3 We will upgrade our systems including the use of data warehousing of information to feed our new PowerBI Dashboards that will assist with gaining 'live data' for the operations team and deliver efficiencies and better client outcomes.

3.4 We will develop a "hub" feasibility tool to assess feasibility and viability of existing and future/ potential growth.

3.5 Once the new model of care is performing we will seek to grow our footprint in the South West.

## Governance & Compliance

All systems & processes including risk, quality, compliance, technology and governance.

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### Strategic Outcomes:

- Organisational risk management will identify, analyse, and control risk.
- We will meet our governing body obligations within the new Aged Care Act.
- Quality and compliance will be achieved without significant non-conformance.
- Consistent accounting and other financial practices are employed.
- Technology will be modern, integrated, fit-for-purpose to achieve maximum efficiency whilst reducing duplication and controlling risk.
- A robust governance framework will be developed, setting direction (through strategy and policy), monitoring performance and controls, and evaluating outcomes.

### Measures:

- 4.1 We will continue to implement a future supported Technology Roadmap.
- 4.2 We will build and maintain an effective governance infrastructure inclusive of Board Member recruitment, skills matrix, development and management.
- 4.3 We will implement the new quality framework including the care goals and role statements.
- 4.4 We will continue to develop, implement and maintain risk, quality and compliance registers within fit-for-purpose software.



# Brand, Marketing and Communication

Our brand, who we are, what we do and how we communicate it.

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## Strategic Outcomes:

- The organisation will achieve and maintain clear and identifiable brand identity and image.
- We will deliver an effective marketing plan.
- The organisation will develop and maintain strategic partnerships.
- The organisation will keep clients informed of industry changes and reform.

## Measures:

5.1 We will develop and implement an effective annual Marketing & Promotions Plan.

5.2 We will develop and implement CRM software to assist with the referral process and measure enquiry to conversion rate with a target of 50% by end of FY25.

5.4 We will identify and formalise strategic partnerships that align to our Strategic Plan

5.5 We will communicate and share information regarding the commencement of Support at Home, and other changes to the industry, to our clients and stakeholders.

5.6 Our communication with clients will be client-focused, accessible and easy to understand.



**Belong**  
at Home

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**Donnybrook**

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**Busselton**

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**Margaret River**

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