



Strategic Plan

FY26 - FY27

Community Home Care Incorporated
(trading as Belong at Home)





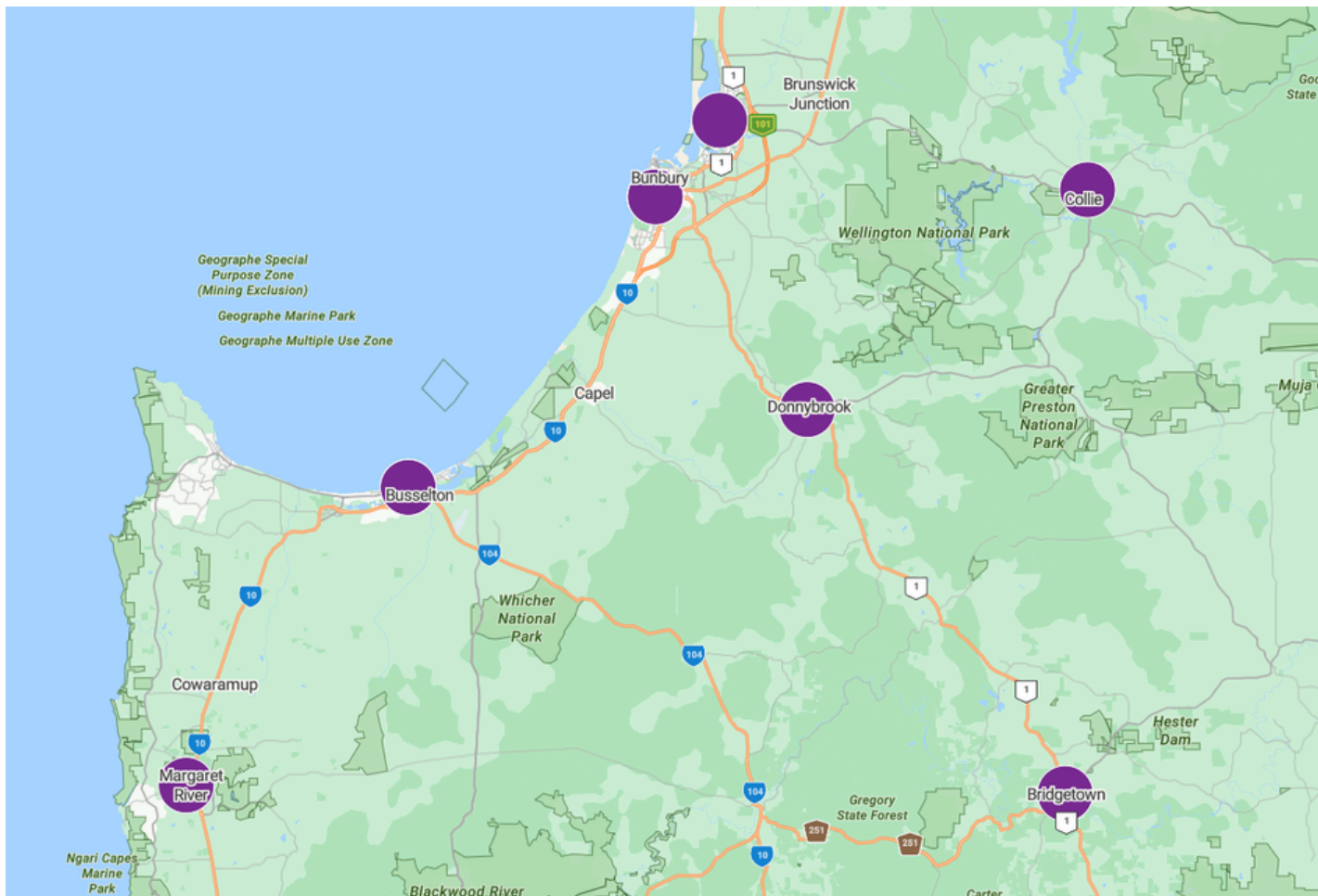
Belong
at Home

Be happy at home



Our Region

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



Hubs with Belong Offices

Bridgetown

Bunbury

Busseton

Collie

Donnybrook

Margaret River

Our Difference



Local people, local offices, local outcomes



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



We have a long and steady history of serving our area



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

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.**



Our Vision

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



Our Quality Goals



The Umbrella Framework



What we are striving to achieve – the Quality Goals
To be committed to high-quality outcomes, all workers must understand what high-quality looks like. The Belong at Home quality goals describe this by outlining ‘what’ we want to achieve for every client, every time. Belong at Home has established the following goals:

These goals reflect our commitment to excellence and our vision to be trusted and valued by clients, families and communities.

Our Core Values



Our Core Services



Lifestyle & Wellness Supports, including facilitating information and support sessions. (activity, connection with people & community)



Everyday living:
Home Supports (home & garden services)



Independence:
Enabling Supports (transport, meals, shopping)



Clinical: Care Supports (personal care, nursing)
Specialised Supports including allied health through our Associated Providers

Our Strategic Priorities

1

Our Clients, their supporters & 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 Clients, their supporters & 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.
- We will meet the quality goals outlined in the Umbrella Framework.

Measures:

- 1.1 We will meet and exceed benchmark in Net Promoter Scores (NPS) for consumer (Clients & Family) satisfaction.
- 1.2 We will continue to 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.
- 1.4 We will ensure the Umbrella Framework is reflected throughout planning and delivery of services.

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 and the Umbrella Framework 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 All staff will attend an Annual Staff Update to ensure they are kept up to date on changes to the industry, improvements to how we operate, and 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 monitoring 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 workers can phone for advice regarding client or team safety.
- 2.8 For Volunteers we will provide opportunities, at least twice yearly, to meet with the local team and members of the Executive team to ensure they remain connected and kept up to date.
- 2.9 We celebrate our team on their service provision and achievements.

Our Business Model

Business systems, financial viability and sustainability.

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 look to 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).
- For SaH We will focus on claiming allocated care management and ensure package utilisation for our clients to maximise the benefit of SaH and to ensure financial viability.
- For CHSP we will ensure the grant funding is utilised to support more clients in need of entry level services.
- We will ensure our assets including offices and vehicles are suitable, safe, and fit for purpose.

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 continue to 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.
- 3.6 We will support our CHSP clients to be referred My Aged Care for re assessment for SaH when they are exceeding CHSP level funding.
- 3.7 We will replace fleet vehicles in line with requirements and service demand.

Governance & Compliance

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

4

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 continue to 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.
- 4.5 We will continue to monitor and trend critical information, including our Quality and Clinical indicators, to ensure the Board have clinical oversight.

Brand, Marketing and Communication

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



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%.
- 5.4 We will identify and formalise strategic partnerships that align to our Strategic Plan.
- 5.5 We will continue to 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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Busselton

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Margaret River

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