



This Strategic Plan

Country Home Services Strategic Plan 2018 – 2020 has been developed by the Board, management and with the input of our customers. It aims to provide a focused and clear vision for the organisation and its area of influence.

This is a plan for the future. It is designed to ensure that Country Home Services continues to be a market leader in assisting people to live the lives they want.

While this is a two year plan, the Board recognises the need to ensure that strategy remains relevant in a rapidly changing environment. Accordingly, the Board will provide oversight of the plan at least annually and make adjustments as required. This is a living document that positions Country Home Services to adapt to change and take advantage of evolving opportunities.

Basis for Growth

This plan asserts that growth is necessary for ongoing sustainability in an increasingly competitive environment.

Within this strategic plan; growth is seen as multifaceted.

There are different approaches for different product and service areas.

Summarised positions are:

- Market concentration and expansion
- Service/product expansion
- Diversification



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Strategic Plan

2018 - 2020

Our Vision

First choice for home services.

Our Purpose

With our support, people live the life they want.

Our Philosophy

People can expect:

<i>Partnership</i>	A 'power-with' relationship*
<i>Choice</i>	To decide what services are provided and who provides them
<i>Tailor made services</i>	A bespoke approach
<i>Can do approach</i>	Solutions to the most obscure challenges
<i>Imagination</i>	Our commitment to find the tools to make life better
<i>Community</i>	Support to remain connected with their community

*A 'power with relationship' means the person being decisively influential in how they are to be assisted

Our Goals		Strategies to be implemented
1	Our Customers We will provide appropriate, quality services	1.1. Investigate, analyze and implement identified opportunities for geographic expansion of service delivery. 1.2. Prepare a business case for the provision of targeted respite service delivery. 1.3. Develop service models which transition from the current primarily domestic assistance model to those addressing the more complex needs of customers. 1.4. Implement processes for the continuous review of both community needs and individual customer needs.
2	Our People We will value, recognise and assist in the development of our people	2.1 Prepare and implement a future-focused workforce strategy to prepare Country Home Services for future service delivery requirements.
3	Our Community We will work with our community to develop and deliver appropriate and relevant services	3.1 Investigate community input mechanisms to promote accessibility and collaborative initiatives to provide advocacy and improved outcomes for our current and potential customers.
4	Our Partners Pursue collaborative arrangements to diversify and grow Country Home Services	4.1 Undertake and annually review a competitor/opportunity analysis for Country Homes Services 4.2 Investigate new linkage, brokerage, co-ordination, lead agency and partnership models within our communities to support service delivery to our customers.
5	Our Organisation We will ensure that we are achieving service outcomes by continually improving efficiency, effectiveness and service delivery	5.1 Achieve ISO accreditation for Country Home Services. 5.2 Review differential unit costing processes and levels for services delivered. 5.3 Further develop Choices Plus and other opportunities to diversify current revenue streams and for the attraction of new business. 5.4 Prepare a plan for alternative contractor/ employment models for service delivery. 5.5 Undertake the development of a Board Succession Plan to ensure that the governance of the organisation retains and develops a skills - based Board to take Country Home Services forward in the changing and competitive environment.