

Our 2020-23 Strategic Plan



OUR STRATEGIC OBJECTIVES What we want to do



Achieve Customer-Led Growth and Innovation



Become an Employer of Choice



Grow and Diversify Services



Ensure Commercial Security and Sustainability

OUR STRATEGIC INITIATIVES How we will do it

#1

By embedding customer influence in service delivery

#2

By investing in our people

#3

By focusing on continuous service improvement

#4

By demonstrating rigour in existing and future markets

OUR STRATEGIC INDICATORS How we will measure success

- ✓ Initiation of 4 customer driven business objectives
- ✓ Implementation of a formal customer engagement and feedback framework

- ✓ Staff turnover result of less than 15%
- ✓ Implementation of a career pathways and remuneration framework

- ✓ Customer satisfaction rating of at least 90%
- ✓ Development of at least 5 new service initiatives

- ✓ 5% increase in revenue and 20% reduction in corporate overheads
- ✓ 3 additional income streams

The outcomes



Investment in new types of therapies for our customers



Collaboration with Aboriginal and Torres Strait Islander peoples in regional and remote areas of WA



Expansion into therapy for older customers



Creation of special interest therapy groups



Utilisation of new and emerging technologies



Dissolution of the borders



Reduction in corporate overheads and investment in our people



Technological innovation to soften our global footprint