

# Strategic Plan

2024 - 2028





## Our Belief

What is central to our work

We believe that every person's journey should be extraordinary.



## Our Aspiration

What we are striving to achieve

We aspire to be a thriving and trusted brand improving lives through therapy excellence.



## Our Guiding Principles

What underpins our actions and decisions

- Stronger together
- Be courageous
- Make today count
- Make it personal
- Keep it simple
- Be exceptional

# Our Strategic Pillars

The key focus areas that will help us deliver our strategic objectives



## Customer Experience

Provide exceptional experiences that create meaningful outcomes

- Responsive waitlist that meets customer needs
- Services and packages tailored to individual need
- Make a positive difference and measure our impact



## People, Talent and Culture

Nurture a truly great workplace where everyone can flourish

- Explore new workforce wellbeing initiatives
- Create and enhance vibrant workplaces
- Responsive workforce planning for all career stages



## Business Excellence

Steward a high-performing, responsive and financially secure business

- Enhance financial viability through organisation efficiency
- Ensure IT systems enable broader customer management
- Achieve best practice with quality, safety, risk and governance processes



## Community Impact

Expand relationships and amplify our impact

- Strategic partnerships that support our customers and organisation
- Strengthen rural and remote services
- Focus our outward facing voice and messaging



## Thriving Future

Foster a thriving, sustainable and generous organisation

- Broaden revenue sources
- Develop fundraising and philanthropy strategy
- Enact an environmental framework to minimise our impact

# What success will look like

Our people and systems deliver top-notch therapy in specialised streams

- ✓ Tailored experiences that respond to customer needs
- ✓ Extended reach of services across WA
- ✓ Investment back into the community with meaningful initiatives
- ✓ Expanded revenue streams and systems
- ✓ Strong advocate for the positive impact of therapy for people with disability
- ✓ Consistent use of environmentally responsible practices
- ✓ Collaborative and enduring external partnerships

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