



CENTRE CARE
"People Making Time for People"

Strategic Plan 2023 - 2025



Our Message



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Centrecare's 2023-2025 Strategic Plan builds on the work undertaken over the past five years and as outlined in its previous 2018-2022 Strategic Plan.

There have been substantial changes in the environment that Centrecare operates in, much of it due to COVID-19 and its impact on the work environment and community wellbeing. There are increasing pressures on individuals and families given the increasing cost of living, unaffordability and unavailability of housing, and the continuing inadequacy of social benefits.

Centrecare's 2023-2025 Strategic Plan seeks to respond to these changes and challenges. The Strategic Plan aims to continue Centrecare's desire to remain relevant to the community around it. It plans to do this by maintaining an awareness of emerging needs and developing innovative and effective ways of responding to them. The singular needs of First Nations people, and of other groups with specific requirements, is of particular concern to Centrecare and informs its development of cultural and diversity frameworks. Centrecare is aware that it will need to do this in partnership with the communities it serves. This is essential if the organisation is to accurately understand the peculiarities of the various regions it works in. The experiences of people in the Goldfields are different from those in the Southwest of WA. In the Perth metropolitan area, there are significant variances between suburbs. The design of service responses needs to consider the lived experience of those that are meant to benefit from them.

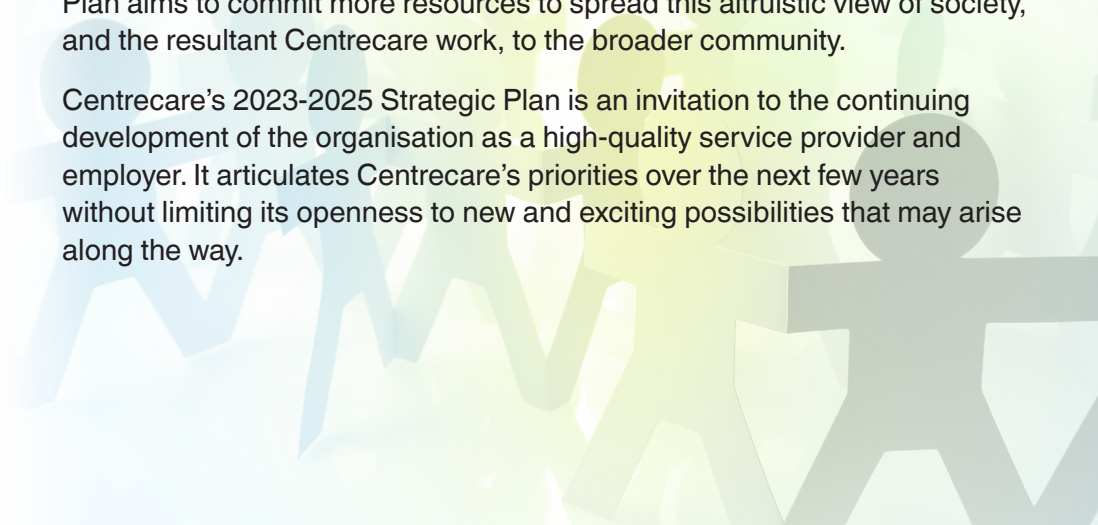
This Strategic Plan continues Centrecare's long-standing commitment to strong and responsive governance. Centrecare has been ISO accredited

for decades and intends to continue to develop its quality assurance systems further. In response to its last strategic plan, Centrecare introduced high-quality software for both its Accounts and HR systems. This Strategic Plan aims to review and further develop the organisation's accountability and management system to ensure ease of function while retaining clear lines of responsibility. This is particularly relevant as Centrecare increasingly forms partnerships with other service providers to better respond to community needs. It is also important in view of the ever-increasing risk in areas such as cyber security and the growing governance demands of government.

There is a strong belief in Centrecare of the need to develop the skills and knowledge of its staff. This is essential not only to the delivery of better services but also to ensure the development of effective, future organisational leadership. Centrecare has been able to attract and retain high-quality managerial capacity for many years. However, in an environment of skill shortages across the economy, Centrecare will need to make every effort to ensure continued success in this area. This Strategic Plan gives special attention to this and also actions its desire to further develop its inclusiveness and responsiveness to employees.

Centrecare's work is based on altruistic values. It promotes a view of society in which people's essential needs are met and responded to in a manner that safeguards their dignity and well-being. This view of society and the place of the individual within it is what inspires Centrecare's work. It is the reason the organisation believes in the importance of delivering high-quality services that ensure client well-being and respect. The Strategic Plan aims to commit more resources to spread this altruistic view of society, and the resultant Centrecare work, to the broader community.

Centrecare's 2023-2025 Strategic Plan is an invitation to the continuing development of the organisation as a high-quality service provider and employer. It articulates Centrecare's priorities over the next few years without limiting its openness to new and exciting possibilities that may arise along the way.



Our Values

Respect

Recognition of the intrinsic worth of all human beings and the importance of sustaining their dignity and valuing their views.

Excellence

A commitment to the continued improvement of our skills and to the highest standards in service delivery.

Celebration

Celebrating the beauty of life, friendship and the resilience and achievements of the human spirit.

Compassion

An open hearted and thoughtful response to the experiences of the people we serve and those we work with.

Acceptance

Welcoming people in all their diversity in a manner that diminishes anxieties, enhances self-worth, communicates goodwill and leads to reconciliation.

Professionalism

Delivering services and treating others in a non-judgemental, caring and highly proficient manner.

Vision

Centrecare aspires to be a respected and influential organisation that improves the lives of all.

Purpose

To enhance wellbeing and resilience.

Strategic Objectives

Together with our clients

- Ensure active positioning for and pursuit of customer directed services relevant to the vision for Centrecare.

Consolidate and Strengthen our business model

- Review delegation and risk management regimes appropriate to the nature of services provided by Centrecare.
- Update governance and risk management frameworks in response to emerging trends, issues and changes to government policy.
- Determine future location / accommodation options in response to the changing nature of communities, client need, service models and workforce requirements.
- Service Accessibility.
- Cultural and diversity frameworks.
- Identify business strengthening initiatives across the whole organisation.
- Continue to strengthen the financial underpinnings of Centrecare.

Building capability for a changing organisation

- Ensure leadership for tomorrow with a priority on front line support.
- Plan for diversity and changing patterns of workforce participation and its impact.

Project a professional and altruistic presence in the community

- Develop a comprehensive Marketing/Communication Plan to promote service outcomes and community benefit.
- Produce yearly strategic messages that expresses Centrecare's value based position and views to the wider community and with key stakeholders.
- Promote Centrecare brand, values and work through culturally specific and other media platforms.