



Strategic Plan 2023-2025



Our commitment to inclusion

We welcome, support and include First Nations carers and carers who may identify as LGBTIQ+ or are from culturally and linguistically diverse backgrounds or with disability.

We value and respect the diversity of carers and their lived and living experiences.

We recognise that carers are the experts in their own lives.



Vision

Carers Tasmania

An Australia that values and supports carers.

Care2Serve

Carers have excellent services when they need them.

Purpose

Carers Tasmania

We strive to make life better for carers and to ensure caring is a shared responsibility.

Care2Serve

We provide or connect carers with services that build and sustain their capacity to care for family or friends within a broader system of support.

Values

- **Carers first** - We listen to what carers need and deliver results that matter most to them.
- **Care in all we do** - We care for our work, each other, carers, and the world we share.
- **Integrity always** - We are transparent, act ethically, own when things don't go to plan, treat each other with respect, and do what we say we will do.
- **Quality every time** - We don't accept "good enough".
- **Speed that matters** - We are agile and don't put off what can be done today.



Goals

We innovate and influence through:

1. Excellent, reliable services and advocacy for carers across Tasmania.
2. Attraction and retention of the right people to deliver strategically and operationally on our purpose.
3. Sustainability in uncertain environments.



Goal 1

Deliver excellent, reliable services and advocacy for carers across Tasmania.

Key Performance Indicators

- Carer Net Promoter Score
- Carer satisfaction
- Contract Key Performance Indicators

STRATEGIC PRIORITY	KEY ACTIONS
We are an inclusive organisation	<p>Scope options for best practice approaches for inclusivity</p> <p>Obtain Rainbow Tick accreditation</p> <p>Develop a First Nations Charter</p> <p>Develop a Disability Access and Inclusion Plan</p>
Carers are involved and have a voice in the design and feedback on the delivery of our services and advocacy	<p>Work with carers to develop a human-centred service design model and reflect the model in delivery or lobby for change with funding bodies where service models are cemented within grant agreements</p> <p>Develop a range of input and feedback options for carers to enable:</p> <ul style="list-style-type: none"> • identification of carers' service needs • preferred modes of delivery • identification of key areas for advocacy
The voices and needs of carers are heard by decision-makers	<p>Develop an annual Strategic Positioning and Advocacy Framework that reflects current year priorities and demands</p> <p>Build business intelligence capability that supports service excellence, reliability and advocacy, underpinned by qualitative and quantitative evidence</p> <p>Capture carers' feedback to enable systemic advocacy</p>



Goal 2

Attract and retain the right people to deliver strategically and operationally on our purpose.

Key Performance Indicators

→ Employee satisfaction

STRATEGIC PRIORITY	KEY ACTIONS
Attract and retain the best people	<ul style="list-style-type: none">Develop a Retention and Attraction Strategy that includes an employee value proposition and internal communications planWork with the University of Tasmania on internship opportunitiesIdentify key roles/people and develop succession plans



Goal 3

Sustainability in uncertain environments.

Key Performance Indicators

- Maintenance or growth of revenue
- Contract retention

STRATEGIC PRIORITY	KEY ACTIONS
Maintain and/or grow our state and federal funding	<p>Prepare and position for a successful re-bid for the Carer Gateway</p> <p>Develop an annual Strategic Positioning and Advocacy Framework to maximise our influence and reach with government decision-makers</p>
Growth opportunities are identified and explored	<p>Scope options, opportunities and funding priority areas to explore philanthropic, Tas Community Fund, sponsorship, and corporate partnership opportunities</p>
Our business model maximises innovation and efficiencies	<p>Explore integrated assessment opportunities across a range of areas (i.e., aged care) to support carers in having a more streamlined approach, and to improve efficiencies within our business model</p> <p>Explore options for new technology and innovation in our services and engagement</p>
Protect and enhance our stakeholder relationships, brand, and reputation	<p>Develop and execute a Stakeholder Engagement Framework</p>



Tasmanians caring for Tasmanians







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