CarersTAS

care2serve
YOU'RE ALWAYS FIRST
PART OF THE CARERS TASMANIA GROUP

Strategic Plan 2026–31

Vision

A Tasmania where carers are seen, heard and receive quality services.

Purpose

To recognise, support and empower carers while strengthening communities through advocacy, partnerships and delivering high-quality services.

Values

Carers first

Care in all we do

Integrity always

Quality every time

Speed that matters

Our commitment to inclusion

We welcome, support and include First Nations carers, carers who identify as LGBTQIA+ and carers of all genders, sexualities, cultural beliefs, and abilities. We value and respect the diversity of carers and their lived and living experiences. We recognise that carers are experts in their own lives.

Goal 1 Carers

Carers receive quality services, and their voices shape the systems around them.

Key Performance Indicators	Increase in the number of carers accessing Carers Tasmania and Care2Serve services, with a particular focus on newly identified carers.	Increased engagement with priority cohorts, including young carers, Aboriginal carers, culturally and linguistically diverse carers and LGBTQIA+ carers.	Satisfaction of carers supported by Carers Tasmania and Care2Serve.

Identify emerging carers' needs and engage hidden carers

Engage with carers to identify emerging needs.

Engage hidden carers.

Enhance engagement with carers who are not currently accessing support.

Expand targeted outreach to priority carers

Increase outreach to young carers, Aboriginal carers, culturally and linguistically diverse carers, and LGBTIQA+ carers.

Increase awareness through storytelling and lived experience

Tell carers' stories.

Promote carer lived experience.

Increase community awareness of carers.

Strengthen advocacy and influence implementation of strategy, policy and programs

Advocate for implementation of the Tasmanian Carer Action Plan and National Carer Strategy.

Use carers' voices to influence policy, programs and decisionmaking.

Strengthen partnerships to improve referrals and collaboration

Strengthen referral pathways.

Increase collaboration with partner organisations.

Support carers' workforce participation through employment pathways and partnerships

Work with employers and employment providers to promote carer inclusive workplaces.

Support carers entering or returning to employment.

Goal 2 People

A capable, engaged and future-ready workforce that lives organisational values.

Key Performance Indicators	High levels of employee satisfaction with learning and development.	High levels of overall employee satisfaction.	High levels of employee satisfaction with workplace culture and flexibility.

Strengthen attraction and retention

Maintain and strengthen the employee value proposition.

Support workforce resilience, retention and adaptability.

Implement succession planning

Implement succession plans. Identify future capability, readiness and leadership requirements.

Strengthen workforce capability

Upskill staff in technology.

Build capability in AI and digital systems.

Support continuous learning.

Goal 3 Future

Carers Tasmania and Care2Serve are financially sustainable, innovative, and relevant.

Key Performance Indicators	Maintenance and growth of revenue.	High levels of stakeholder/ partner confidence in Carers Tasmania and Care2Serve.	Improved performance against contractual KPIs achieved through innovation in service delivery and digital enhancements.

Maintain long-term financial sustainability

Maintain and/or grow State/ Federal Government funding.

Identify and explore diversified revenue opportunities relating to carers.

Advance digital transformation

Continue digital transformation.

Explore AI and assistive technology.

Improve digital inclusion and efficiency.

Strengthen brand and reputation

Enhance organisational brand profile in Tasmania and nationally.

Work with the National Carer Network to elevate the voice of carers.

Strengthen stakeholder relationships. Work with Tasmanian peak bodies to strengthen the community services industry and peak body influence.

Innovate while remaining agile

Pursue innovation that adds value.

Improve efficiency. Develop new or improved products and services where they benefit carers and staff.