



# ACH Group Strategic Plan Highlights 2009-2014

ACH Group will lead the way  
in enabling older people to live  
good lives in their communities

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## 1. Valuing people as customers

ACH Group will build services around the choices of older people. We will communicate effectively to provide useful and appropriate information so older people remain in control. We will develop a 'one-stop-shop' allowing people ease of access to our range of service offerings. ACH Group will trial new Consumer Directed Care innovations to provide better choice and control for older people.

## 2. Helping create good lives for older people

ACH Group will help older people to create their own vision of a good life particularly in their 80s and beyond. We will build a new approach to aged care based on good life values. We will engage staff in their appreciation of losses that may occur as people get older and our role in standing by the most vulnerable people in our community.

ACH Group will continue its commitment to researching the needs of older people, innovating new approaches to supporting older people and regularly reviewing and evaluating what we do. The Foundation for Older Australians will lead a number of 'good life' initiatives including fitness, health, literacy and volunteering for older people.

## 3. Taking a national leadership role

ACH Group will continue strong relationships with Government, the sector and the community and will take a national leadership role in influencing ageing policy and attitude. ACH Group will champion its market research findings and deliver and publicise its significant evidence based innovations. Four significant innovations will be identified and resourced over the next 5 years. The first of these is a teaching and research aged care service, with the remaining three scoped over the course of the plan and are likely to encompass:

- Well connected, life course dementia pathways.
- Housing that sustains quality of life and ageing in place.
- A one-stop-shop approach to life and service planning (including information and resource centres).

## 4. Implementing organisation wide IT based systems

ACH Group will implement organisational wide IT systems that will give staff, volunteers, clients and clients' families easy access to individual, program and organisation information and communication. We will achieve this by implementing greatly improved Management Information Systems, utilising the internet/intranet, setting up IT kiosks in all ACH Group locations and user training.

## 5. Building a sense of belonging for all staff

ACH Group will increase our staff by nearly 40% to employ over 2000 people by 2014. We will work hard at ways of retaining existing staff and attracting new people. We will create a sense of belonging for staff through:

- Attracting them to the values and ideals of the organisation.
- Engaging staff in innovation, service quality and leadership.
- Creating unique career paths and training certificates for staff.
- Connecting staff to IT systems that give more control, communication and access to information.

## 6. Growing the organisation

Growth in services will be across the board due to high demand in all service areas and will be achieved by increasing our Community Services, the construction or acquisition of new houses and Aged Care Facilities. ACH Group will also focus on developing services in health, mental health, palliative care, overcoming isolation and depression, and supporting specific cultural groups and small rural communities.

## 7. Achieving greater financial viability

In the current financial environment ACH Group will have increased focus on maintaining our financial viability without reducing services. While we will continue to subsidise needed services, we will ensure all new service developments are viable. We will improve our internal systems and processes to support staff better, create efficiencies, while also improving services for older people.

## 8. Strengthening our not-for-profit status

ACH Group will strengthen its 'not-for-profit' Corporate Governance credentials by developing a strong sense of community responsibilities and driving this into the way we work with Government, sector, community and older people. This focus will ensure that ACH Group will have a strong and well recognised presence in the 'not-for-profit' sector. We will re-enforce the 'good life' values base on which ACH Group is founded and known for.

## 9. Achieving green targets

ACH Group will set and achieve green targets for the organisation. We will align with the interests of older people and the role of community organisations to achieve environmental sustainability using a viable evidence based approach. Initiatives will cover energy savings, tree planting and recycling and water management.

## 10. Strengthening our positive ageing reputation

The ACH Group brand will be synonymous with being customer driven, enabling choice, positive about ageing, innovative, and providing services of the highest quality. This will encourage clients, staff, volunteers, funders, policy makers and alliances to choose ACH Group as their preferred aged care provider.