OUR STRATEGY SNAPSHOT 2020 - 2025



OUR PURPOSE

To be the local leading independent aged care provider

KEY FOCUS AREAS

TRATEGIC

GOALS



Provider of Choice

Making every day the best it can be

Optimise health, well-being, safety, and quality of life

Innovative person-centred care

Accredited Provider

Tailored service to meet community need



Leadership & Governance

Ensuring Coolibah is well run and supported

Competent and skills-based Board

Service sector reforms

Regulatory compliance

Effective management

Systems improvement



Sustainability

Ensuring Coolibah performs to fulfill it's Purpose

Financially viable

Develop partnerships

Grow quality services

Optimise operational efficiencies

Effective marketing



Our People

Making Coolibah a great place to work

Positive working environment and culture

Recruitment and training

Engaged volunteers

KEY FOCUS AREAS

STRATEGIC GOALS

OUR VALUES

CARING | COLLABORATIVE | CONSCIENTIOUS