

STRATEGIC PLAN SUMMARY

2017-2025

4C's of Coolibah



mission

To improve the lives of older people and those needing additional support in the Peel region through the provision of high quality services that promote inclusion, engagement and independence.

values

integrity | trust | dignity | excellence | respect | professionalism | leadership

vision

To be Peel's leading aged care and retirement living and community organisation

philosophy

In providing choices and support to the people of the Peel region to lead engaged and purposeful lives, we are driven by our values of integrity, trust, dignity, excellence, respect, professionalism and leadership

services

Retirement Living
Serviced Retirement Living
Home Care
Carer Respite
Day Club
Residential Care

Customer Focus	Growth & Innovation	Brand & Marketing	Site Development & Management
To support older people in the Peel region to lead engaged and purposeful lives as independently as possible <i>Measure: Customer experience</i>	To expand and innovate in service delivery to promote choices and support <i>Measure: Service volume & breadth</i>	To promote a unique and respected brand that reflects Coolibah's quality, values and history <i>Measure: Brand perception</i>	To establish a high quality, financially sustainable accommodation and service hub at the Third Avenue site <i>Measure: Masterplan implementation</i>

Governance & Leadership	People & Capability	Financial Sustainability	Technology & Systems	Operational Excellence
To establish and maintain best practice governance and leadership <i>Measure: Performance reviews</i>	To ensure an appropriate workforce of well-trained and highly motivated people <i>Measure: Workforce statistics</i>	To ensure long term financial sustainability <i>Measure: Business analytics & financial KPIs</i>	To embrace and deploy appropriate information technology to improve customer service and operational efficiency <i>Measure: Technology roll out</i>	To embrace a culture of operational excellence <i>Measure: Quality Systems</i>

Priorities

- Refurbishing Self-Care Plus accommodation
- Constructing 20 additional residential care beds
- Exploring expansion opportunities
- Enhancing customer service
- Deployment of the Coolibah Culture
- Improving food and catering arrangements
- Improving corporate systems and processes
- Improving Retirement Village offering