



life
care

Strategic Plan.

2025 - 2028

Empowering positive ageing.



At Life Care, we believe growing older should be a time for continued comfort, personal growth, and meaningful connections. Since 1950, we have championed supportive, home-based services that help older South Australians live independently, and with dignity, in the place they choose to call home.

Our mission

We foster relationships of care that generate fullness of life.

Our vision

We support older South Australians shaping their own positive ageing, expressed through meaningful connections and participation.

Core values

- **Engagement:** We listen, involve, and respond to the needs of our community.
- **Teamwork:** We thrive through strong collaboration and shared goals.
- **Integrity:** We always act with honesty, fairness, and accountability.
- **Excellence:** We deliver the highest quality of care and services.

Our Strategic Priorities & focus areas

To fulfil our vision of supporting ageing South Australians in shaping their own positive ageing, we have identified six strategic focus areas. Each area is supported by key documents and a set of priorities that guide our actions, resource allocation, and continuous improvement efforts.

1.

CO DESIGNED CLIENT EXPERIENCE

Collaborating with clients to ensure services address their unique needs, preferences, and goals.

2.

CONNECTING OUR PEOPLE

Building a workforce culture where everyone is engaged, skilled, and supported.

4.

BUILDING CAPABILITY FOR GROWTH

Strengthening our infrastructure, governance, and technology to deliver reliable, client-centred services.

3.

A SUSTAINABLE FINANCIAL FUTURE

Maintaining financial stability to continually invest in quality care, innovation, and growth.

5.

SERVICE DEVELOPMENT: TARGETED DISCIPLINES & SERVICE PROGRAM DEVELOPMENT

Expanding and refining services like, home care and allied health, so older South Australians can thrive in their communities.

6.

MARKET AWARENESS & PRESENCE

Increasing public understanding of our mission, services, and impact, ensuring we reach those who can benefit most.

1. Co-designed client experience

OBJECTIVE

Ensure all stakeholders (clients & staff) are engaged to build a rich understanding of the client journey and factor into the design of services to meet needs and enable the delivery of enhanced services.

PRIORITIES

- 1.1 Well-defined client journey and experience understood by all stakeholders.
- 1.2 Established systems, processes, and procedures that enhance the client journey and deliver efficiencies.
- 1.3 Incorporate Voice of Staff and Voice of Customer into the design of services.

2. Connecting our people

OBJECTIVE

Ensure the people system is structured to ensure we have skilled staff connected to the work, connected to our clients and connected to our organisation.

PRIORITIES

- 2.1 Attract, support, develop, and retain quality staff.
- 2.2 Establish systems and structures that build the capability and skills required for growth.
- 2.3 Implement communication and engagement programs that connect staff to one another and to the organisation.

3. A sustainable financial future

OBJECTIVE

Ensure we are clear about how we are performing now, what levers we have to pull and how we are tracking towards the 5 year future.

PRIORITIES

- 3.1 Build real-time data capability for performance monitoring.
- 3.2 Establish systems to ensure financial performance is monitored for sustainability and growth.
- 3.3 Investigate options for mergers and acquisitions or other growth opportunities to expand service provision or service areas.



4. Building capability for growth

OBJECTIVE

To ensure internal systems and structures support good governance, client centred quality service delivery, and risk management.

PRIORITIES

4.1 Align the IT Strategy with future strategic areas, focusing on both staff and clients.

4.2 Embed an effective business improvement system and process throughout the organisation.

4.3 Utilise best-practice corporate governance systems.

4.4 Embed and maintain policy governance management.

4.5 Embed a Risk Management Framework into business processes.

6. Market awareness & presence

OBJECTIVE

To build a market presence in appropriate areas, methods and channels to support growth of the brand and business.

PRIORITIES

6.1 Define and refine our Brand Strategy.

6.2 Enhance digital presence and leverage data insights.

6.3 Establish and maintain marketing materials and channels that effectively reach our target audience.

6.4 Develop partnerships that generate leads and expand market reach.

6.5 Develop targeted marketing and communication strategies to ensure clients, families, and referrers understand the full scope of available services.

5. Service development

OBJECTIVE

To deliver quality services that enhance our value proposition and optimise industry opportunities through an integrated service delivery model.

PRIORITIES

5.1 Ensure all services are well understood, both internally and externally.

5.2 Broaden the service offering to enhance our overall value proposition.

5.3 Integrate service delivery across Life Care for a seamless client experience.

5.4 Introduce digital health services across relevant disciplines.

