

Strategic Plan 2016-2018

Quality care through mutual respect in a loving environment



"Since 1968 Clayton Church Homes has continuously built on its commitment and leadership in providing high quality aged care and retirement living. Through the invaluable contribution of our dedicated staff, we have developed a respected reputation in the communities we serve.

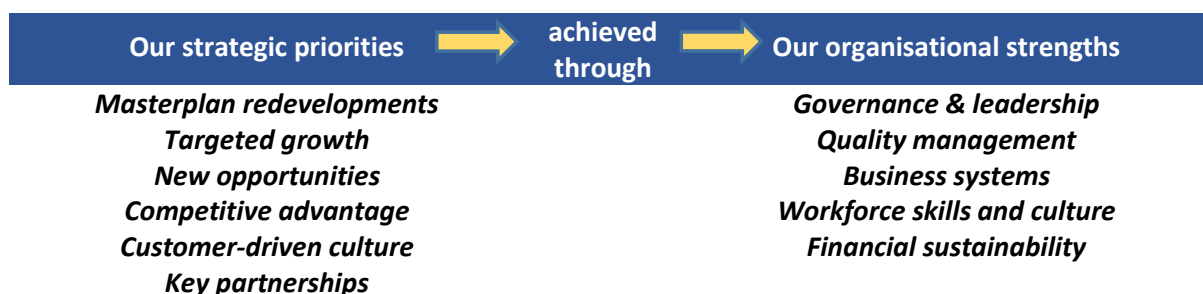
This is an exciting time for Clayton Church Homes as we position the organisation to embrace the challenges and opportunities of this coming decade of major reforms. Our **Strategic Plan 2016-2018** provides a clear roadmap for Clayton Church Homes to achieve its mission and vision in these complex times.

Through the collaboration of our staff, volunteers and partners we look forward to the future with confidence and pride, knowing that our actions celebrate positive ageing and wellbeing. Each of us has an important role in achieving our strategic goals, and I thank you for your ongoing support."

Brian Hern
Chairman, Board of Directors

Our strategic goals

- ✓ use **evidence-based innovations and best practice standards** to drive our competitive advantage in services, lifestyle and building amenities
- ✓ **expand the reach and diversity of our services** based on sound business decisions
- ✓ embed **healthy ageing and wellbeing** as the core of our services
- ✓ develop a **customer-centred workforce** who put our values into action everyday
- ✓ ensure that people are attracted to the **CCH brand as their first choice** in aged services
- ✓ use **partnerships and relationships** to develop integrated customer services and stronger business results
- ✓ develop a **flexible, nimble organisational culture** to positively manage the continuous opportunities and challenges of our operating context.



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