

# Advocare

**Strategic Plan**

**2018 – 2021**

## OUR VISION

### **Power, respect and informed choice for older people**

“People empowered with information and choice”

## OUR MISSION

To provide an independent voice on behalf of **older** people, informing service delivery and influencing practice

“Empowering older people”

## OUR VALUES

**Integrity:** We will act with integrity to support an environment of honesty, confidentiality and mutual trust

**Empowerment:** We will work with you to ensure you are well informed to make your choices and we will also advocate for and with you.

**Social Justice:** We are here to protect the rights of older people, human rights do not diminish with age.

**Equity:** We will support all older people respecting the diversity of our community.

# Objectives

<p><b>Objective 1:</b></p> <p><b>Quality advocacy, services, information and education for seniors and the sector</b></p>	<p><b>Objective 2:</b></p> <p><b>Quality people delivering excellent work in a supportive environment</b></p>	<p><b>Objective 3:</b></p> <p><b>Supporting and influencing sector development.</b></p>	<p><b>Objective 4:</b></p> <p><b>Sustain organisational capability to deliver our vision</b></p>
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# Strategy

<p><b>1.1 Maintain high quality services and program</b></p>	<p><b>2.1 Maintaining an engaged and supported workforce</b></p>	<p><b>Build and maintain awareness of sector issues and our work</b></p>	<p><b>4.1 Maintain a skilled and effective board</b></p>
<p><b>1.2 Deliver advocacy that supports clients and informs providers</b></p>	<p><b>Ensure organisation structure supports effective service delivery</b></p>	<p><b>3.1 Position and grow our brand for maximum impact</b></p>	<p><b>4.2 Enhance the diversity and quantum of funding streams</b></p>
<p><b>1.3 Maintain effective operational systems and processes</b></p>	<p><b>2.2 Ensure organisation equipment supports effective service delivery</b></p>	<p><b>3.2 Contribute to improvements in service delivery through policy and systemic advocacy</b></p>	<p><b>4.3 Develop reporting that informs strategy and ensures compliance</b></p>