

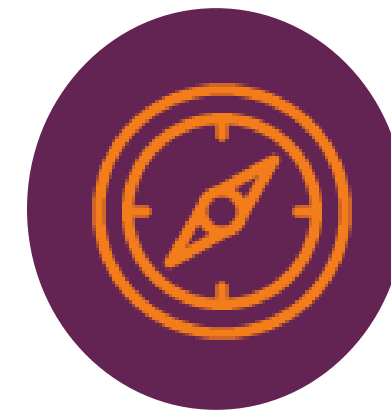
ADVOCARE STRATEGY 2021 - 2024

VISION



Power, respect and informed choice for older people

MISSION



Provide an independent voice on behalf of older people, informing service delivery and influencing practice “Empowering older people”

OBJECTIVES AND STRATEGIES



Our Clients

- Maintain evidence-based services and programs
- Deliver rights-based and client-focused services
- Increase awareness and accessibility of services



Our People

- Ensure staff are engaged, productive and supported
- Develop a structure and workforce plan for organisational growth
- Build recognition and support for advocacy as a discipline



Our Stakeholders

- Deliver the direct voice of older people to influence policy and reform
- Proactively develop principled relationships
- Develop mutually beneficial partnerships and projects



Our Sustainability

- Enhance operational systems and processes
- Strengthen the financial position of Advocare
- Foster innovative service delivery models