

ADVOCARE STRATEGY 2024



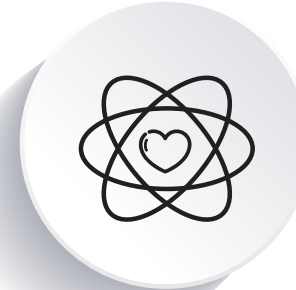
VISION

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"



VALUES

Integrity
Empowerment
Social justice
Equity

OBJECTIVES AND STRATEGIES



CLIENTS

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



PEOPLE

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



STAKEHOLDERS

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



SUSTAINABILITY

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