



People, Places & Partnerships

Strategy 2021 - 2024



The heart of community care.

www.melvillecares.org.au



**Melville
Cares**

Melville Cares is a community based not for profit organisation that provides support services to help older people lead a healthy, independent life.

Established in 1984 by a small group of volunteers and incorporated in 1986, we have grown into an organisation with over 250 people working together to support almost 2,500 people in our community.

Employing over 100 employees who provide administrative or direct care services, and with a valued team of an additional 140 volunteers at our core, we proudly provide support services across the greater Melville area.



OUR VISION

Older people living with confidence, voice, respect and connection

OUR PURPOSE

Supporting and connecting older people to live at home and contribute to the community

OUR VALUES



EMPOWERMENT

Valuing people and giving them the information and tools they need to achieve results.



TRUST

Building strong relationships based on our reliability, excellence and fairness in all we do.



COMPASSION

Understanding another person's aspirations and taking action to improve their lives.

Defining Our Strategic Direction

Melville Cares has been providing high quality community aged care services in the Greater Melville area for over 35 years. As our population rapidly ages and the entire Aged Care system is about to experience significant challenges and opportunities Melville Cares is positioning itself to be at the leading edge of quality and innovation. We will act as an influencer and advocate for change and a champion of client centred services in local communities.

To do this we will upgrade our systems and continue to build a passionate team of staff and volunteers who are well placed to deliver quality care in our community.

We will be innovating with an integrated Community Hub, which is designed and driven by older people in the community. We will build an evidence base of success and use that to advocate for new service systems.

Our Environment

The Aged Care Royal Commission and now the COVID-19 Pandemic have both put aged care under the spotlight. The next few years will see significant changes to the way aged care is funded and delivered. The focus will be on being transparent and accountable at all levels and it will hopefully move from a transactional to a relational system of care which focusses on older people being active in the decision making process about their future.

As the Baby Boomers move into the aged care system, they will be demanding completely different ways of assisting them to live independent and flourishing lives.

Aged care programmes will be amalgamated and redesigned with elements of market models and government support for innovative new models of care.



The Melville Cares Approach

VALUES & CULTURE

Our values are held in the highest regard and support our culture of high quality and friendly services.

PURPOSE & DIRECTION

Our purpose statement and strategic plan are our compass; they keep us on track and accountable.

PLANNING & EXECUTION

We are diligent in our planning; our process is collaborative, informed and considered.

PLACED BASED

We are well respected in the community; partnering with stakeholders to design and deliver local, place based services. We exist to serve our clients and our community.

ENABLE AND RE-ABLE

Reablement challenges the belief that physical and mental declines are irreversible and unavoidable as we age. Many exercises and activities can help older people to maintain, and in some cases even regain, their coordination, strength, cognition and balance; as well as their self-worth.

OUR IMPACT

Older people living independent, fulfilling and flourishing lives.



ADVOCATE FOR INTEGRATED SYSTEMS

Play a leading role in bringing the allied health and aged systems together.

GROW OUR FOOTPRINT

To have conveniently located and easy to reach points of contact across the greater Melville area.

MEASURE FOR INFLUENCE

Apply results-based accountability (RBA) across our programs.

ADVANCE OUR SYSTEMS

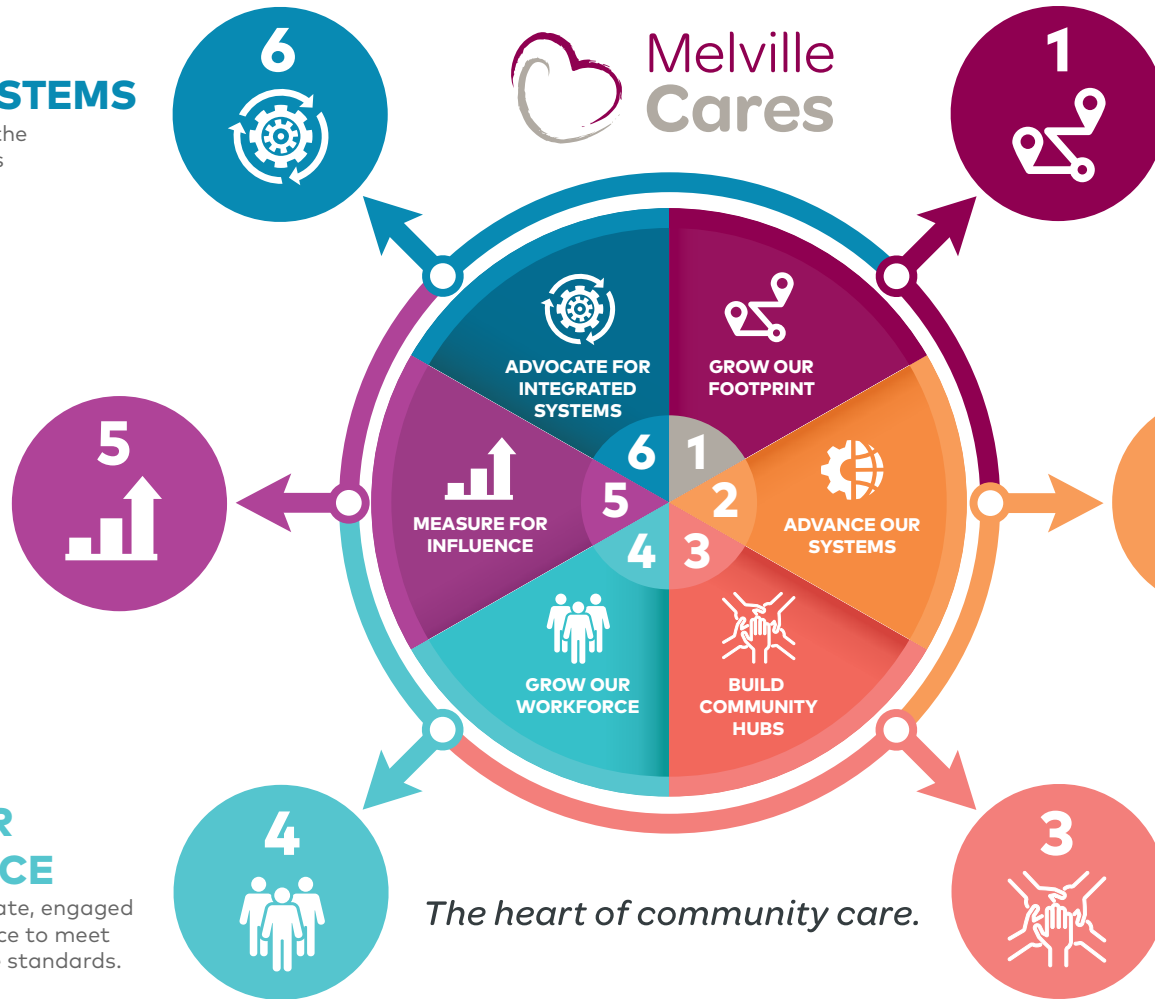
Upgrade to contemporary best practice systems and processes.

GROW OUR WORKFORCE

Grow a compassionate, engaged and trained workforce to meet best practice service standards.

BUILD COMMUNITY HUBS

Implement a new model that combines community driven home care support, activities and programs.



The heart of community care.



1 GROW OUR FOOTPRINT

To have conveniently located and easy to reach points of contact across the greater Melville area.

We will open easy to reach Melville Cares offices, transport hubs and Service Centres across the greater Melville area.



2 ADVANCE OUR SYSTEMS

Upgrade to contemporary best practice systems and processes.

We will renew, refresh and upgrade our systems, specifically the client management systems.



3 BUILD COMMUNITY HUBS

Implement a new model that combines community driven home care support, activities and programs.

We will develop, test and promote the Community Hub model.



4 GROW OUR WORKFORCE

Grow a compassionate, engaged and trained workforce to meet best practice service standards.

We will conduct regular internal surveys to ensure that we don't lose our 'heart'.

Develop our staff and volunteer offering so that we continue to be an employer of choice.



5 MEASURE FOR INFLUENCE

Apply results-based accountability (RBA) across our programs.

We will introduce the measurement frameworks and equip our staff to capture robust data and storylines.

Use the data to inform decision making and advocacy work.



6 ADVOCATE FOR INTEGRATED SYSTEMS

Play a leading role in bringing the allied health and aged systems together.

We will actively participate in peak bodies and networking structures.

Pilot innovative partnerships.



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