



Strategic Plan 2023–2026



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| Vision | Clever ideas – Changing lives |
| Purpose | Changing the lives of people living with a disability by providing personalised solutions |

Strategic Pillars



2023–26 Strategic Initiatives (highlights)

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| <ul style="list-style-type: none"> • Develop and roll-out a single market-facing brand in NSW and Victoria • Understand and improve our customers' experience • Understand and leverage our referrers' experience • Provide solutions that maximise the number of customers | <ul style="list-style-type: none"> • Develop and implement a volunteer recruitment and engagement plan • Attractive value proposition that increases the diversity of skillsets • Establish an organisational environment and culture of continuous improvement • Maintain an organisational environment culture of workplace health and safety | <ul style="list-style-type: none"> • New products, partnerships, additional revenue driven resource & sales initiatives • Provide our OT Assistive Technology and Equipment Therapy service to new and existing clients • Improve our value proposition to funders and philanthropists • Grow our partnerships with TADs, regional OTs and other disability charities |
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Strategic Objectives

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| <ul style="list-style-type: none"> • Brand recognition • Customer satisfaction • Referrer satisfaction • Market growth | <ul style="list-style-type: none"> • Specialised volunteers • Engaged employees • Values-led culture • Quality production • Health and safety culture | <ul style="list-style-type: none"> • Stronger partnerships with our referral community • Philanthropic and fundraising value for money • Improved financial management of our COGS and overheads. |
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