



Amaroo

Strategic Plan 2024–2026

Empowering older people to live the lives they choose.



ACKNOWLEDGEMENT OF COUNTRY

Amaroo acknowledges and pays tribute to the Traditional Custodians of the Lands on which we work.

This acknowledgement extends to First Nations peoples across the State of Western Australia where our vision, purpose, values and approach extend.

THE MEANING OF AMAROO

The name Amaroo was originally proposed by founding Board Member, Lucy Wilkinson. Paying tribute to the Traditional Custodians of the Lands, Amaroo is a Nyoongar Aboriginal word meaning 'beautiful place'.







ACKNOWLEDGEMENT OF DIVERSITY

Amaroo values the identity, culture and diversity of its consumers and workforce and aims to embed cultural safety in the design of Amaroo's services. We are committed to delivering culturally safe and inclusive care and services.



WE ARE AMAROO

We've spent over 50 years empowering older people to live the lives they choose.

For us, that means removing barriers and finding ways to help them reach their goals.

To do this, we have the courage to seek out communities where we can roll up our sleeves and truly make a difference. We undertake our work with integrity and honesty. We own what we do and stay accountable for our actions to the people we serve.

We pride ourselves on being approachable and community-minded. Our aim is to grow our impact, not our size. We are focused on spending the next 50 years making the biggest difference we can to people's lives.

That's why we exist today, and that's what drives us into tomorrow.







CHAIR AND CEO MESSAGE

At Amaroo, we support our residents and clients to live their best lives. We do this by providing high quality and genuine care to those in our community who need extra support.

We have been doing this for over 50 years, and we currently serve over 700 people in our community.

It's our goal to grow this impact and deliver quality care that exceeds our community's expectations.

This Strategic Plan spans over three years (2024-2026) and outlines the journey we will take to grow Amaroo and reach this goal.

Our skilled and passionate team will work harmoniously together to refine and extend our services, and most importantly, best serve our community.

All staff will embody our values of courage, empowerment, integrity and accountability and our clients and residents will always be at the heart of everything we do.

We will work together to make the biggest difference possible to people's lives.

We welcome you on our journey.

Tony & Lisa
Board Chair & CEO





OUR VALUES



Courage

We take on the tough challenges and see them through.



Empowerment

We enable our people to fulfill their potential.



Integrity

We are open and honest in everything we do.



Accountability

We all take ownership for our work and always seek ways to improve.



VISION STORY

It's 2026 and Amaroo is enjoying a growing reputation for its commitment to helping older people live the lives they choose.

After three years of managed growth, we now operate thriving communities in Gosnells and the Great Southern region, have expanded our in-home care offering and have redesigned our residential services.

A thorough review of all aspects of our governance, including strengthening our Board and leadership team, has improved the effectiveness of our operations and built upon our positive culture.

This has energised our workforce and enhanced our reputation as an employer, with Amaroo being sought out as a respectful and happy workplace where people feel empowered.

We are operating with clarity, certainty and effectiveness, and have become known in our communities for our quality care, community support and overall integrity.

With solid financials, effective leadership, and a positive culture, we are in a great position to make strategic decisions that continue supporting older people to live the lives they choose and expand the impact we are making.







HOW WE DELIVER



Services & quality

We are guided by our customers to deliver high quality, compliant services that they value.



Growth & sustainability

We pursue managed growth to enhance our impact and ensure ongoing sustainability.



Leadership, people & culture

We grow and develop our staff and leaders to retain a committed workforce dedicated to empowering older people.



Governance

We demonstrate continuous improvement in the clinical and corporate governance of our organisation.



Organisational support

We deploy fit-for-purpose technology backed by efficient systems and processes to support our service delivery.



SERVICES & QUALITY

WE ARE GUIDED BY OUR CUSTOMERS TO DELIVER HIGH QUALITY, COMPLIANT SERVICES THAT THEY VALUE.

People and communities deserve quality services and interventions that improve their lives.

Funders expect value for money, and quality outputs and outcomes from the programs they commission.

We ensure our person centred care approach, and commitment to quality and innovation deliver services that meet these expectations.

Person-centred services

We design and deliver services that meet the needs of our customers.

Community engagement

We embed ourselves in the community to ensure our relevance and to collaborate fully with aligned partners.

Customer feedback

We use multiple channels to access feedback from our customers.

Continuous improvement

We use evidence and data to understand and improve our performance, quality and compliance.

HOW WE EVALUATE OUR SUCCESS

- Improved customer satisfaction
- Improved net promoter scores
- Increased demand for services
- Improved collaboration with partners
- Positive accreditation and quality review outcomes.



GROWTH & SUSTAINABILITY

WE PURSUE MANAGED GROWTH TO ENHANCE OUR IMPACT AND ENSURE ONGOING SUSTAINABILITY.

Ensuring our sustainability enables us to extend our impact and provide security for the people who already rely on us.

We enhance our impact by pursuing steady growth in keeping with our scale and community focus.

We regularly review our service provision, performance and asset utilisation to ensure relevance and efficiency.

We work hard to ensure our brand is respected and appealing to new customers.

Planned growth

We steadily grow our services and revenue to enhance our impact.

Capital planning

We develop and operate in accordance with long-term plans to fund and sustain growth.

Asset optimisation

We continuously review our use of assets to ensure best value.

Performance improvement

We continuously review our performance to improve effectiveness and efficiency.

Brand and marketing

We promote a positive and respected brand to build growth.

HOW WE EVALUATE OUR SUCCESS

- Financial performance meets or exceeds budget
- Growth in service delivery and revenue
- Improved return on investment and assets
- Capital plan supporting growth
- Performance targets are met or exceeded
- Increased brand recognition.



LEADERSHIP, PEOPLE & CULTURE

WE GROW AND DEVELOP OUR STAFF AND LEADERS TO RETAIN A COMMITTED WORKFORCE DEDICATED TO EMPOWERING OLDER PEOPLE.

Our important work demands a skilled and committed workforce, so we value and nurture our people.

We foster a positive culture aimed at empowering our people and ensuring a happy, healthy and safe workplace.

We are committed to helping our people understand their performance and develop their skills.

We take a planned and structured approach to attract and retain good people. We support our leaders to develop and improve their skills and knowledge.

Performance and accountability

We recognise and reward good performance and behaviours aligned to our values.

Culture

We foster a positive workplace culture that embodies our values.

Workplace safety and wellbeing

We provide a safe and healthy workplace.

People development

We invest in developing our people and leaders.

Workforce planning and retention

We understand our workforce requirements, focusing on attracting and retaining desired talent.

HOW WE EVALUATE OUR SUCCESS

- Safety performance exceeds industry benchmarks
- Improved staff satisfaction and wellbeing metrics
- Improved staff performance
- Increased participation in staff development opportunities
- High performing leaders.



GOVERNANCE

WE DEMONSTRATE CONTINUOUS IMPROVEMENT
IN THE CLINICAL AND CORPORATE GOVERNANCE
OF OUR ORGANISATION.

The community services sector operates in a dynamic environment of constant change.

We ensure our governance frameworks are effective, contemporary and comprehensive to meet increasing expectations and new challenges.

Our Board holds itself to the highest standards of ethics and performance.

Strategy

We proactively seek to understand and respond to the needs of our customers and communities.

Governance

We ensure quality and compliance through exceptional clinical and corporate governance frameworks.

Board performance

We pursue continuous improvement in contemporary board practices.

Social impact

We manage our investments to benefit the community and environment to deliver a positive social impact.

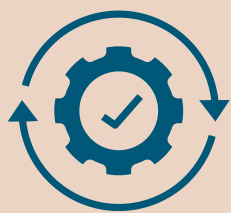
Diversity and inclusion

We are committed to recognising and supporting diversity, inclusivity and safety.

HOW WE EVALUATE OUR SUCCESS

- Strategic plan regularly reviewed
- Governance frameworks regularly reviewed
- Compliance with all relevant standards
- Annual Board performance review
- Social impact approach benefits the community and environment.





ORGANISATIONAL SUPPORT

WE DEPLOY FIT-FOR-PURPOSE TECHNOLOGY BACKED BY EFFICIENT SYSTEMS AND PROCESSES TO SUPPORT OUR SERVICE DELIVERY.

We meet the needs of our customers through placing them at the centre of everything we do and fostering a culture of continuous improvement.

We support service delivery by deploying fit-for-purpose modern technology backed by efficient systems and processes.

Our corporate support system is effectively managed and committed to a team approach towards serving our customers.

Fit-for-purpose technology

We deploy modern, fit-for-purpose technology to support service delivery.

Corporate support

Our support team is focused on meeting the needs of our customer service staff.

Systems and processes

We continuously review our systems and processes to optimise our efficiency.

Human resources

Our HR process and team enables us to attract, retain and develop a high performing staff group.

Asset management

We have a structured approach to managing our assets and equipment to optimise their usage and value.

HOW WE EVALUATE OUR SUCCESS

- ICT strategy positively impacts service delivery
- Improved internal customer satisfaction
- Positive internal audit results
- Improved sustainability in business performance
- Assets are managed to optimise their usage and value.



AMAROO 3 HORIZONS CHART

2024



2025



2026



- McMahon revitalisation project scoped
- Workforce strategy established
- ICT strategy refreshed
- Governance reform program implemented
- Asset management plan adopted
- Quality systems consolidated
- Culture program commenced
- Initial asset rationalisations undertaken

- McMahon revitalisation project commenced
- Workforce strategy adopted
- ICT strategy commenced
- At home care expansion
- Albany review completed
- Denmark master plan scoped
- Land development program progressed
- Investment strategy implemented
- Gosnells master plan completed

- McMahon revitalisation project completed
- At home care further expanded
- Albany review implemented
- Denmark master plan completed
- Phase 1 of Gosnells concept plan
- Investment strategy evaluated
- Governance review undertaken

Board and Governance reform

Continuous improvement

Organisational culture program







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